

ANMOL GOYAL

EDUCATION

Degree	Institution	Percentage	Year
BTech	Indian Institute of Technology, Varanasi	8.57	2023
State Board	Nandan Kids Public School, Rewa (MP)	80.2%	2018
CBSE Board	Bal Bharati School, Rewa (MP)	95.0%	2016

SKILLS

Tools & Technologies: SQL, Figma, Balsamiq, Firebase, Amplitude, Notion, Mo Engage, Jira, Trello.

Soft Skills: Perceptiveness, Patience, Networking, Leadership, Communication skills, Time Management.

Area of Interest: Product Management, Business and Data Analytics, Entrepreneurship, User Research.

INTERNSHIPS

Product Management – Housing.com Oct'22-Nov'22

- Managed the housing premium plan marketing campaigns that resulted in a **0.5% conversion rate**.
- Built an automated system to reduce the manual work involved in the Telesales revenue reconciliation data and worked with the tech and sales teams on the development.
- Performed Market research by **taking 30+ Interviews** with Brokers to understand the home loan market.

Product Management – Graphy (Unacademy) Jul'22-August'22

- Performed feature checks, revamped user journey to create that led to increase in courses' launch by 10%
- Assisted in PRDs, and **lo-fi wireframes** for **2+ features** by assessing their initial tech and UX-based issues
- Channelized **15+** user journey events to optimize the user's conversion funnel for course creation.

Product Management – MoneyApp (Web 3.0) Feb'22-Jun'22

- Conducted Market Research** and created **3 User Personas** to understand the **user's empathy**.
- Conceptualized prototypes for **3+** features and documented the **PRD** resulting in **10X** boost in downloads.
- Optimized the Onboarding Journey** of the Mobile App resulting in an increase in **efficiency by 2X**.
- Provided Feedback for optimizing the onboarding journey leading to an increase in 2X efficiency.**
- Proactively met deadlines while contributing to the **design system development**, **helped assess tech-based trade-off decisions**, **aided in Social Media Marketing**, & contributed to the hiring of **3 employees**.

PROJECTS

Tynker, India

- Accelerated a pilot project with **100+ kids (users)** to understand the Indian ed-tech market pain points.
- Derived user pain points of the ed-tech market by conducting **30+ customer interviews** and performing **SWOT analysis** for **10+ direct competitors**.
- Optimized an **efficient feedback channel** for generating actionable insights in the current methodologies.

Research Assistance Intern, Indian Institute of Management, Indore

- Studied the **Impact of Historical Institutions on earnings management of the 300+ listed firms in India**.
- Created a pipeline for Extracting **the data of 5000 Annual reports** followed by **Econometric Regression**.

Driving Subscriber Growth – Zomato Pro

To drive the organic subscriber growth for Zomato Pro from 1.8M to 6M subscribers by 2022

- Identified the problem on the **User Journey** and carried out **market research** along with **user research**.
- Restructured the referral system, proposed new features, also improved the UX for Zomato Pro Users.

POSITION OF RESPONSIBILITY

Strategic Relations Head of Entrepreneurship Cell May 21-Apr'22

- Spearheaded a team of **15+ members** to strengthen the entrepreneurship ecosystem in the college.
- Facilitated the process to **build relationships** with external organizations like Media Partners, VC firms, and Incubators, and also conducted Bootcamp to support budding entrepreneurs.
- Coordinated with the Publicity Team in organizing the E-Summit'20 and scaled around **60 participants**.

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