

DEVANSH JAISWAL

Aspiring Product Manager



PERSONAL DETAILS

I am an **Aspiring Product Manager** with recent experience in Corporate Relations in the recruitment Industry holding an undergraduate degree of **Bachelor of Commerce (Honours)** from **Shaheed Bhagat Singh College, the University of Delhi** who believes that practical knowledge is the key to success in any field.

I am passionate about Entrepreneurship, Product Management, Networking, Business Development, Corporate Relations, and Strategic Alliances.

Currently working at **Coding Ninjas** as **Senior Executive - Corporate Relations and Placements** wherein I assist companies by providing pre-trained & work-ready entry-level tech talent.

I have **previously worked** with **Ornaz, So Delhi, AIESEC, Archon & The Scale Labs** and wish to add more such powerful experiences in the near future.



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SKILLS

● Google Analytics



● SQL



● Wire-framing (Balsamiq)



FULL TIME EXPERIENCES

Coding Ninjas

Senior Executive - Corporate Relations and Placements | Apr 2020 - Present

Coding Ninjas is a **technical training institute, founded in 2016** which is bridging the technical skill gap between educational institutes & Industries by providing programming skills to students from colleges & Institutes across India. It is an **Info-edge funded start-up**; funded in **February 2020** for **scaling** the product **Career Camp**.

- **Worked on** a recently launched **Career Camp** product that guarantees placements to students without any upfront fee.
- Identified, engaged, and **built relationships with key stakeholders** of tech and product companies and brought them onboard then eventually established them as **key accounts**.
- **Automated the email follow-ups for the team and me** via tools and software like Rebump & Mail Merge.

Ornaz

Assistant Manager - Business Development | Aug 2019 - Feb 2020

Business Development Executive | Jun 2019 - Aug 2019

Ornaz is a **B2C Jewellery E-commerce cum Retail** start-up based out of Gurgaon **functioning internationally** but a major part of revenue comes locally.

- The face of the company by handling **negotiations, customer queries, and maintaining client satisfaction** in the meetings.
- Handled **induction & training of 3 new members** in the team.
- Leveraged technology for making **modifications** in the **tools used** by the sales team to **communicate with customers** which in turn helped in **generating revenue** by increasing efficiency.
- Generated total Gross revenue of **INR 40 Lakhs** in **6 months** and **cracked the Individual Sales Target** by generating gross revenue of **INR 12 Lakhs** in the month of **October**; Got **Macbook AIR** for impeccable performance. This was the first time in the history of Ornaz that anyone **could achieve such numbers**.



EDUCATION

Shaheed Bhagat Singh College (University of Delhi) | Jun 2016 - Jun 2019

B.com (Hons) | 5.068

Seth M.R Jaipuria School, Lucknow | May 2015 - May 2016

ISC with Commerce | 86.75

Seth M.R Jaipuria School, Lucknow | May 2013 - May 2014

ICSE with Computer Science | 78.4



PRODUCT PROJECTS

Coding Ninjas Wireframing Project - Introduction to the Hiring Portal Mar 2021 - Mar 2021

<https://www.dropbox.com/s/5yrblwb99j8kbk1/Devansh%20Product%20Project%20-%20CN%20Placement%20Portal.pdf?dl=0>

- This project is a **wireframe** for **introducing a product** that **improves the placement process** at companies that function on an **Income sharing model** in the **ed-tech space**.
- This project aims to introduce a **single platform** that makes it easier for all the **stakeholders** (internal stakeholders, that is, the **candidate & placement team** as well as the external stakeholders - **the clients**) to keep a track of the **stages of different candidates** in **different job descriptions** and **streamlines the communication** during the entire hiring process.
- This in turn **reduces** a lot of **middle man coordination** between all the stakeholders, allowing them to have more **efficient processes** which eventually **increases customer engagement**.



CERTIFICATIONS



- Stakeholder Relationship Management



- Product Management



- Communication Skills



- Organizational Skills



- Team Player



The Complete Product Management Course on Udemy

<https://www.udemy.com/certificate/UC-7057c0e8-b14c-4979-8441-c64853b2c454/>

- Instructed by Cole Mercer, who has been a Senior Product Manager at Soundcloud, Bonobos, Mass Relevance.
- Understood the **Product Lifecycle** and how it applies to different products at different company stages
- **Assessing core problems of products**, and **comparing across** different types of **competitors** and competing products through **Feature Tables**.
- **Finding potential interviewees** for product **interviews**, **user tests**, and **exploratory interviews**; and structuring & conducting customer interviews in a manner that avoids bias.
- Building **user personas**, understanding the difference between a **wireframe**, a **mockup**, and a **prototype**, using **Balsamiq** and a sketch system called **POP** to digitize product sketches.
- Creating **specs for epics** and **user stories**, and defining **acceptance criteria**.
- Creating a **product and feature roadmap**, **creating a product backlog**, and properly **prioritising features**.
- Calculating team velocity and building estimations for product delivery, understanding the difference between **agile and waterfall development** including concepts like 2 popular agile frameworks: **Scrum** and **Kanban**.

Learn to sell anything by Grant Cardone on Udemy

<https://www.udemy.com/certificate/UC-0e1cbab9-2aa6-44ba-a4df-5ca12d407f74/>



PART TIME & INTERNSHIP EXPERIENCES

Horn OK Please by SO Delhi

Sales Analyst Intern | Feb 2018 - March 2018

So Delhi is a **local discovery platform** that helps the audience find hidden gems of entertainment and food inside a city. **Horn OK Please** is a bi-annual **food carnival event** held by So Delhi.

- I **volunteered** for the **2017** event which left a **lasting impact on the management** which in turn helped me secure this internship for this year's event.
- Part of the **core team** of the **3rd edition of Horn OK Please** which had a footfall of **60,000** people in **3 days**, Overall responsibilities included **Vendor Onboarding**, **volunteer management**, **logistics**, and **event operations**.
- **Led a team of 50 volunteers** before the day of the event to complete on-ground and social media marketing to increase crowd attraction.
- **Led a team of 5 volunteers** on the day of the event to handle operations of the Red-Bull bar.

AIESEC in Delhi IIT | Jan 2017 - Dec 2017

AIESEC is the **world's largest youth-run organisation**, Developing the **leadership potential of young people across 111 countries and territories** through AIESEC Experiences. AIESEC in Delhi IIT is the first Local Chapter of AIESEC in India.

Manager - Development Sector | Jul 2017 - Dec 2017

- The Local Chapter consisted of 1 President, 10 Vice President, 40 Managers, and 150 members across 10 Departments. My Department consisted of 1 Vice President, 6 managers, and 20 members.
- **Facilitated leadership experience** of **3 members** in the department
- Responsibilities included **team handling**, **raising Local NGOs**, **getting International Interns & matching** them to the **relevant opportunities raised**.
- My team raised **50 projects** from **11 NGOs** at the local level. **6 projects** were matched with **international interns**, to work on issues aligned with the **United Nations Sustainable Development Goals 2030**.
- Part of 2 Organising Committees -
 1. **Regional Youth Leadership Conference** for AIESEC in India held in Jodhpur - **12 members** were **selected** amongst a pool of over **1000 applicants**. Responsibilities included taking care of **Logistics and overall event operations** of the conference.
 2. **Recruitment Organising Committee** for AIESEC in Delhi IIT held in Delhi - **20 members** were **selected** from a pool of **100 applicants**. Responsibilities included **Field-Sale** of recruitment forms in different colleges and being **panel for the 1st round** of recruitment which was **Group Discussions**.

Business Development Executive | Jan 2017 - Jun 2017

- Responsibilities included making various **partnerships & alliances** around the term for the International Interns & Volunteers and managing partnerships for 2 local AIESEC

Conferences.

- Raised **entertainment, food, and stationary partners** for the summer cycle Interns and **speaking space** for both the conferences.
- Received appreciation over E-mail in the monthly newsletter of **AIESEC in India** for being the **Best Member - Exchange Support** for the month of April and **Nominated for Best Member - Exchange support** for **AIESEC in Delhi IIT** in the closing conference.

Scale Labs Multichannel Pvt Ltd

Brand Acquisition Intern | Jun 2017 - Jul 2017

Scale Labs is a **cross-border e-commerce** enabler for brands and retailers. It helps Indian e-commerce and retail merchants establish their base in global e-commerce. It **got funded** in **2018** by the **GPA group**.

- Responsibilities included **following** the **whole sales cycle** of Lead Generation, Cold Calling, Prospecting, and handling meetings **solely** with **key stakeholders of SMB's**.



VOLUNTEER EXPERIENCES

Harvard Business Review | July 2020 - Present

Harvard Business Review Ascend Select Member

- **HBR Ascend Select** is an **exclusive and an invite-only community** of aspiring **leaders**, **handpicked by HBR Ascend**. As a member, I get the opportunity to share my **views and opinions** with the editorial, marketing, and product teams of HBR Ascend. I also participate in various **research projects** led by HBR Ascend.

Finance & Investment Society | Mar 2017 - Mar 2018

External Relations Head | Sep 2017 - Feb 2018

- Responsibilities included **Team Handling** and **Sponsor Acquisition**.
- Led a team of **12 members** and guided them through the **Lead generation** and **prospecting** phase of the sales cycle while rectifying their Sponsorship pitch.
- **The team** brought sponsorships worth **₹42,000 in-cash & ₹2 Lakhs+ in-kind** across **16 sponsors** in **one year**.

Member- External Relations and Event Management | Mar 2017 - Aug 2017

- Responsibilities included **sponsor acquisition** and **organising events** in partnership with different colleges.
- **Individually brought the highest number of sponsors in the department**.
- **Headed** the event **Boss-O-Finance** in Cromulent '17. **Led a team of 7** people for the event, which had a footfall of **80+ participants**.