

# DEV JAIN

[11.devjain@gmail.com](mailto:11.devjain@gmail.com) | (857) 265-0940 | [linkedin.com/in/devjain1997](https://www.linkedin.com/in/devjain1997) | Portfolio – [devjain.net](https://devjain.net)

## PROFESSIONAL SUMMARY

Innovative problem-solver fueled by curiosity and empathy. Experience spearheading initiatives that significantly increased revenue, market share, and customer satisfaction for leading e-commerce and technology companies. Driven to continuously improve processes and optimize the customer experience. Eager to join a mission-driven company and create solutions that foster human connection. Let's build something meaningful together.

## EDUCATION

### Northeastern University

**Boston, MA**

*Master of Science in Engineering Management (GPA: 3.96/4.00)*

*September 2021 – August 2023*

Coursework: Advanced Product Management, Digital Product Design, Financial Management, Project Management

### Narsee Monjee Institute of Management Studies

**Mumbai, India**

*Bachelor of Technology in Electronics and Telecommunication Engineering (GPA: 3.05/4.00)*

*July 2016 – August 2020*

## WORK EXPERIENCE

### Wayfair LLC

**Boston, MA**

*E-Commerce Category Manager Co-op*

*July 2022 – December 2022*

- Drove 23% sales revenue growth by analyzing supplier performance against 6 sales KPIs using Google Looker and MS Excel dashboards
- Spearheaded implementation of dynamic pricing tool, enabling real-time price adjustments and reducing time-to-execute supplier discounts by 20% for B2B and B2C products
- Developed product assortment plans and merchandising strategies for 7 categories, optimizing product selection to increase sales by 36%
- Collaborated with cross-functional teams and performed competitive analysis to implement effective pricing strategies, driving an 18% increase in market share
- Fostered strong stakeholder partnerships & executed effective vendor negotiation strategies, resulting in a 10% reduction in product costs
- Optimized stock availability & minimized excess inventory by utilizing forecasting dashboard, achieving 32% reduction in carrying costs
- Executed personalized omnichannel promotions using CRM data which lifted sales by 25% during key holiday periods

### TULINI

**Vadodara, India**

*Associate Product Manager*

*December 2020 – September 2021*

- Oversaw diverse product portfolio consisting of 850 products, orchestrating entire product lifecycles & delivering a 35% revenue increase
- Introduced 7 feature launches on product page, resulting in a 19% uplift in average order value from INR 1,572 to INR 1,940
- Developed and launched unified mobile product experience on Shopify resulting in a 32% increase in mobile conversion rate
- Conducted usability testing and gathered user feedback to improve product features and user experience which resulted in a 40% increase in customer satisfaction
- Created impactful advertising strategies and social media marketing content targeting 500,000+ consumers across 29 states in India, increasing brand awareness and reducing customer acquisition cost (CAC) by 12%

*Product Analyst*

*April 2020 – November 2020*

- Employed Google Analytics to generate actionable insights and identify growth opportunities, driving 30% increase in organic traffic and 27% rise in click-through rates
- Utilized SEO tools like Google Search Console to monitor and improve website performance and enhance product discovery by 45%
- Improved product page conversion rate by 19% through A/B testing of new features like smarter recommendations and customer reviews

## SKILLS & INTERESTS

**Design and Software:** Miro, Figma, Balsamiq, Microsoft Office (Excel, PowerPoint, Word), Google Suite, Microsoft Project, Jira, Adobe Photoshop, Illustrator, SQL, HTML, CSS, Tableau, Shopify, Google BigQuery, Trello, Salesforce CRM, Google Optimize, Qualtrics

**Product and Business Skills:** Product Roadmap, Product Design & Development, Product Analytics, Web Analytics, User Acceptance Testing, Project Management, Agile Methodologies, Search Engine Optimization (SEO), Data Visualization, Financial Analysis

**Interests:** Solving 3x3 Rubik's Cube, Watching Tech Blogs, Cooking, Swimming, Graphic Designing, Reading News, Gaming

## ACADEMIC PROJECTS

[\(View more\)](#)

### Northeastern University

**Boston, MA**

*ChatGPT*

*January 2023 – May 2023*

- Formulated user story & user journeys to understand customer behavior, uncovering 35 user pain points that guided product roadmap
- Strategized product roadmap that contributed to 40% growth in premium subscriptions and 75% increase in customer engagement
- Defined north star metrics & product KPIs derived from user behavior analysis, driving 30% improvement in user retention rate