Hrithik Jain | Product Manager

📞 +91-9950338137 ✉ hrithikj.work@gmail.com 💼 [Hrithik Jain](#)

EDUCATION

Birla Institute of Technology and Sciences, Pilani   Aug 2017 – May 2022
B.E. Civil Engineering | M.Sc. Chemistry

WORK EXPERIENCE

Product Manager | Newme (B2C)   Sep 2024 – Present

<u>Post Purchase & Customer Experience</u>

- Owning end-to-end **post-purchase experience** (returns, exchanges, delivery, support) to elevate customer experience
- Implemented Kapture (bot + ticketing platform), orchestrating **automation workflows** that **boosted query-resolution rate from 20% to 65%**, cut agent workload, and **raised CSAT from 2.5 to 3.6 in one quarter**

<u>Growth & Retention</u>

- Launched **NEWME's first rewards program** (Trend Coins), worked from ideation to launch, **driving a 22% increase in M3 retention**
- Built and scaled a **referral program**, driving **+12% signups and +3% daily orders** with positive CM2 impact
- Ran multiple data-driven A/B experiments to drive inventory liquidation, AOV, prepaid share, and strengthen CM2

<u>Omnichannel Inventory Management</u>

- Accelerated POS development by **prototyping the entire UI in Lovable**, reducing frontend dev. time significantly
- Built an end-to-end Inventory Management and POS system for offline stores, **eliminating ₹50L+ in annual recurring costs** and improving monthly store margins by 3 percentage points
- Optimized the Auto Replenishment System (ARS), **enhancing planning efficiency by over 30%**

Associate Product Manager | Spinny (B2C)   Aug 2023 – Aug 2024

- Designed price negotiation workflow on the listing page, **driving 15% more price requests and 7% higher acceptance**
- Led consumer retention marketing initiatives, achieving ₹10L monthly cost savings while improving WhatsApp chatbot response rates by 40% and CTR by 10%
- Worked on Spinny Auctions rebrand to Spinny Partners, building a website that improved **new onboarding by 12%**
- Built a 1–5 numerical car rating system, improving dealer decision-making, which was standardized across operations
- Optimized interstate deliveries with Google Maps integration, **removing 5% dealer back-outs**

Associate Product Manager | Anarock CRM (B2B)   Jun 2022 – Aug 2023

- Implemented app & CRM enhancements for channel partners and brokers, onboarding 8 clients and adding ₹4L ARR
- Designed internal invoicing module roadmap, leading a pod of 6 (Developers, Designers and QAs)
- Revamped reimbursement portal boosting finance team's efficiency, handling reimbursements worth 50L/Month

Product Management Intern | Jupiter (B2C)   Jan 2022 – Jun 2022

- Owned the analytics for Jupiter Rewards, running experiments that reduced rewards abuse by 80% and saved ₹16L
- Conducted RCA on support chats to refine product workflows, **driving CSAT by 15%** and **20% reduction in queries**
- Worked on an automated reward reversal system with Payments team, ensuring accurate rewards reconciliation

SKILLS

Tools Used : SQL, Python, JIRA, Metabase, Looker, Clevertap, Webengage, Amplitude, n8n
Skills : A/B Experimentation, Workflow Automation, User Research, Stakeholder Management, Product Roadmap

LEADERSHIP & ACTIVITIES

- **Project Head, Unnati, NSS BITS Pilani -** *Program to help underprivileged students in preparing for competitive exams*
- **Subsystem Lead – Inspired Karters Baja (BITS Pilani) -** *Led a team of **35 students** designing and fabricating an All-terrain Vehicle | **Ranked 21/260** in All-India SAE competition*