MITUL SHAH

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EDUCATION

Ryerson University, Bachelor of Commerce   **Toronto, Canada**

Business Technology Management, Co-op   Sep 2014 - Apr 2019

EXPERIENCE

Soapbox   **Toronto, Canada**

Product Analyst, Growth   Jun 2019 - Mar 2020

- Working with the CEO to increase conversion and scale; supported 8x growth of paid users in 6 months
- Developed 14-day onboarding communications through A/B tested drip campaigns, app tours and demos
- Shipped a feature tool that allowed users to provide appropriate feedback early within their trial cycle
- Owned leads conversion pipeline, aligned with support & sales to increase demo bookings by 37%

Uber   **Toronto, Canada**

Operations Intern, Eats   May 2018 - Aug 2018

- Conducted qualitative user interviews with competitor couriers and implemented growth recommendations
- Scripted SQL queries daily, deep dived into global failed trips data and removed local fraudulent actors
- Supported launch of 30 cities in one day by analyzing and executing courier acquisition marketing tactics
- Analyzed early partner lifecycle to target soft-churned couriers; tested DoXGetY incentives to encourage trips

CIBC Digital   **Toronto, Canada**

Product Lead Intern   Jan 2018 - Apr 2018

- Led development and redesign of three different MVPs that will impact over 10 million CIBC digital clients
- Proposed mobile design solution to reduce 2M digital assistance contact calls; added to product roadmap
- Collaborated with cross functional agile team to build digital solutions through three-week design sprints

Bank of Montreal   **Toronto, Canada**

Digital Strategy Analyst   May 2017 - Aug 2017

- Coded queries using SQL and SAS to manage datasets and create financial visualization reports on Spotfire
- Developed user stories and built an Advisor Dashboard prototype by conducting qualitative user research, studying competitor market insights and determining common pain-points through guerrilla testing

Freelance   **Toronto, Canada**

Photographer, typicalmitul.com   Nov 2015 - Present

Clients: Shopify, Uber, Delta Hotels, 500px, Google Pixel, Samsung, dbrand, Timbuk2, Essence Agency, Amdocs

- Provided product-based advertising through social media channels and exceeded expected traffic ratios
- Designed and built portfolio to increase online presence & attract more clients; revs increased over 500%
- Presented multiple workshops; licensed work to major brands; assisted with online presence growth

LEADERSHIP

Accenture – Consultant

Consulted United Way on leveraging social events such as hackathons to increase millennial donor retention over the long term and increasing overall brand awareness with future target demographics.

RBC Next Great Innovator Hackathon – Front End Developer

Applied creative knowledge of design principles to build a web based platform that could retain millennial loyalty and talent at RBC - utilizing RBC project sponsors to create impactful, value projects.

SKILLS & TOOLS

HTML, CSS/SCSS, JavaScript, AJAX/Fetch API, NodeJS, Git, Visual Basic, SQL, Google & Heatmap Analytics, Adobe Creative Suite, Mixpanel, Intercom, Jira, Confluence, Sketch, Fullstory