

RAHUL CHATTERJEE

PRODUCT MANAGER

DETAILS

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India

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SKILLS

Problem Solving



Product Management



JIRA



Data Analysis



Moengage



Tableau



Figma



Microsoft Office



Decision Making



Communication



Leadership



Product Road Mapping



PROFILE

As a Product Manager at Vahak, I oversee the product development lifecycle, focusing on audience understanding, ideation, and precise execution. Using various insights, I create a detailed product vision in a comprehensive PRD, ensuring thorough coverage of every aspect and edge case. My commitment to data-driven decision-making is evident, guiding the development of innovative features. After implementation, I consistently analyze data to evaluate adaptability and refine strategies for long-term success.

EMPLOYMENT HISTORY

Product Manager, Vahak

Bengaluru

Jun 2021 — Present

- Led a cross-functional team of 15+ in the development and launch of the "Model Mapping" feature, driving a 15% increase in conversion within the first 2 months, with the current numbers showing a 28% conversion rate.
- Spearheaded the introduction of a dynamic pricing model, leading to a 6% increase in fulfilment rate and an 11% boost in user engagement.
- Re-modeled the entire user onboarding flow, increasing the conversion of new users to registered users by 15%.
- Collaborated with engineering, design, and marketing teams to roll out a revamped Homepage, reducing customer churn by 12%.
- Conducted market research and user feedback sessions to implement activation and reactivation, resulting in an 18% improvement in customer retention.
- Managed the full product lifecycle from ideation to release, focusing on user research, feature prioritization, and stakeholder alignment.
- Crafted a comprehensive product roadmap, ensuring alignment between customer needs, business goals, and technical capabilities.
- Implemented A/B testing frameworks to optimize product features, driving data-driven improvements to increase user satisfaction.
- Played a key role in backlog grooming and sprint planning, enhancing team efficiency and ensuring the timely delivery of critical product features.

Project Manager, Hogarth Worldwide

Chennai

Jul 2020 — Jun 2021

- Coordinating with internal & external translators/freelancers for translations
- Creating clear project instructions for respective tasks before executing as per client requirement
- Creating Quote for projects
- Developed a budget tracking system that identified areas of cost savings and improved resource utilization
- Managed client expectations to ensure stakeholders were kept informed and up-to-date with project progress

LANGUAGES

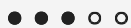
English



Hindi



Bengali



Subject Matter Expert (Contract), Clockwork Captions

Apr 2020 — Jul 2020

Bengaluru

Subject Matter Expert, Deluxe Entertainment Services India

Jul 2016 — Dec 2019

Bengaluru

- Handled a team of 10 members
- Analyze client requirements for all projects in coordination with internal teams according to specifications. Using all the required project management tools for planning and execution
- Streamlined localization processes by introducing automation tools and translation memory systems
- Managed a team of translators, linguists, and localization vendors, driving consistency and quality across localized content.
- Prepare resources and project plan according to required timeframe
- Developed detailed project plans and timelines to ensure that projects are completed on time and within budget

EDUCATION

B.E., VTU (Information Science)

Jun 2009 — Jun 2014

Bengaluru