



CONTACT

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SKILLS

Tools: SQL, R, SPSS, MS Project (Basic proficiency)

Product Management:

- Product roadmapping
- Wireframing
- UI/UX design
- A/B Testing
- Scrum, Agile Product delivery
- Defining and tracking metrics
- Analyzing data to understand user behavior
- Market research, Competitor analysis and benchmarking

Others:

- Project management
- Brand and Strategy Planning
- Digital Marketing
- Category management
- Stakeholder management
- Supply Chain Management

CERTIFICATIONS

- **Product Management** Course - by Yourstory
- **Google Analytics** (Advanced)
- **SEO Training** - The Beginner's Quick Guide to Advanced SEO - by Udemy
- **Lean Six Sigma Green belt** - by Henry Harvin Education

Chirag Gupte

Product/Project Manager, Marketer

Product/Project Management and Marketing Enthusiast.

Passionate about conceptualization, development, operations and marketing of digital products. Demonstrated strategic thinking, analytical capabilities, leadership, team building in the designing, building and improvement of mobile/web applications.

WORK EXPERIENCE

Product Manager

Shaadi.com, People Interactive Pvt Ltd (Location: Mumbai, India)
[Oct 2022 – Present]

Owned the User Visit to Activation (V2A) journeys, Profile quality, Photos and Safety across the App, mobile site and website of the **World's largest Matchmaking Service**, managed a team of 11 engineers, designers and APM

- **User V2A:** Worked towards **improving** the Visit-Registration-Profile Completion-Verification-Activation **funnels**
- Introduced **Mobile Sign up, Digital ID verification, Progressive onboarding**
- Launched an experiment for a **minimalist Sign-up splash screen**
- **Profile quality:** Worked on **enhancing profile fill rates** for various types of user profile information
- **Revamped** the Family details, Hobbies & interests pages
- **Photos:** Worked on boosting photo uploads and approvals
- **Modernized** the **Photo upload UI**, with an emphasis on females
- **Safety:** Worked towards providing users better privacy & security
- Launched an experiment to **disable screenshots** on the App

Product Manager

Indiamart (Location: Noida, India)
[Aug 2020 – Sep 2022]

Owned the Buyer Desktop pages, Buyer Profiling, Enrichment and Personalization, User Verification and Business Buyer products, **on India's largest B2B online marketplace**, directly managed a team of 5 Software Engineers and 1 Assistant Product Manager

- **Buyer Desktop pages (Buyer My):** Worked towards providing a seamless buying experience to users on Indiamart
- **Revamped** the **Orders page UI**, introduced **widgets and mini-chatbox feature** on the Homepage, resulting in a **17% increase in engagement** and **10% increase in replies**
- **Buyer Profiling, Enrichment and Personalization:** Worked towards improving Buyer engagement, BuyLead consumption, and Seller responses
- **Conversational Commerce** improved **BuyLead consumption by 40%** and **Seller responses by 30%**
- **Business Buyer Program:** Worked towards identifying and verifying users purchasing for business purposes, and providing them with **enhanced matchmaking** and **value-added services**
- Achieved **23% growth in engagement** and a **15% increase in BuyLead consumption** for business buyers within 6 months
- **Developed Product Strategy** by defining the Product Vision and Roadmaps with the **CEO, CPO and HODs**

AWARDS AND ACHIEVEMENTS

- Nominated for **Indiamart's Leadership Experience and Development Program – iLEAD** in 2021
- **Global Winner** - ISCEA Ptak Prize Competition 2020
- **2nd Place** - GSCMI Case Competition 2020 held at **Purdue University, USA**
- **D2C CNBC CRISIL Awards' Top 10 College Champions** 2020
- Regional Finalist - Tata Crucible 2020 & 2019
- Semi-finalist - Mahindra Logiquet 2018
- **Stood First in a batch of 210 in Business Communication-1&2** at IIM Raipur, recognized for excellence in presentation skills at L&T
- Awarded the **Star Team Award at L&T**, for identifying and resolving a critical issue in a **DMRC** project in 2017
- Winner - Freakonomics, a National parliamentary debate sponsored by **Bombay Stock Exchange** in 2013, winner of various College debate competitions

HOBBIES

Debating, Swimming, Reading, Travelling

Head, Service Management Cell
Larsen and Toubro Ltd. – E&A (Location: Mumbai, India)
[Nov 2016 – Jun 2018]

Led a team of 2, responsible for **central management** of the All-India Service team of the Electrical Standard Products division of **one of India's largest engineering and manufacturing conglomerates**

- Implemented changes resulting in **36% reduction in complaint resolution time** and **7.5 % points increase in NPS**
- **Collaborated with technology** teams for development of **CRM, Mobile and Cloud Applications** for the Service team
- **Worked with SVPs, HODs and cross-functional teams** for improvement of products, based on Service inputs
- Worked towards implementation of TQM and attempting for Deming Prize in All-India Service Operations
- Coordinated with **Market Research and Creative agencies** for **Brand Advocacy Surveys, Sales Promotions, etc..**

Senior Sales Engineer
Larsen and Toubro Ltd. – E&A (Location: Delhi, India)
[Jul 2015 – Nov 2016]

Handled **techno-commercial sales** of LV Switchgear and related products in Noida and Greater Noida, in the Delhi team

- Contributed towards a **18% increase in area sales, reached ~3000 new customers** via sales promotions
- Dealt with clients including dealers, builders, contractors, consultants, panel builders and industries
- Organized several Sales promotional activities, channel management and expansion initiatives in Delhi and Noida

INTERNSHIPS

Intern – Brand Strategy Team
Mullen Lowe Lintas Group
[Jun 2019 – Jul 2020]

Worked with the **CSO - APAC, Brand Planning, Strategy Planning and Creative** teams on **11 brands and 3 product studies**

Product Management Intern – Category Team
Indiamart
[Apr 2019 – May 2019]

Analyzed company data to **provide solutions for Tier-2 market penetration**, used **Market Basket Analysis in R to develop a recommendation system** to target sellers to sell related products

EDUCATION

Year	Institute/School	Course/Board	CGPA (Out of 10)
2020	Indian Institute of Management, Raipur (IIM Raipur)	MBA	7.54
2015	Veermata Jijabai Technological Institute (V.J.T.I.), Mumbai	B. Tech – Electrical Engineering	6.8