SHIVAM TIWARI

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Experienced product manager with 4 years' expertise. Leading strategic initiatives at Paytm Travel to enhance bus booking experiences. Proven track record in driving impactful results.

WORK EXPERIENCE

Product Manager | Paytm   04/2022 - Present

Paytm Bus
- Boosted Paytm Bus conversions by **30%** through optimized funnels and **integration** with **5+ inventory provider**
- Launched bus ticketing for the **travel agent market** at Paytm for Business, increasing daily bus ticket **run rate by 8%**
- **Leveraged ML** to optimize inventory sorting and personalize search, resulting to an increase in **11% conversion**
- Revamped Dweb flow, **doubling** ticket share, and led SEO initiatives, achieving **30% increase** in keyword rankings
- **Introduced crowdsourcing** feature at Paytm Bus, enriching user experience through user-generated content
- Revolutionized bus operator portal; **4x adoption** by introducing payout, inventory & user feedback management
- Implementing a customer-centric **Bot Flow**, resulting in a **35% reduction in direct customer contact** with CST
- **Spearheaded architectural caching optimizations,** delivering industry-leading near real-time inventory to users
- Launched **Cancellation Protect** with **28% attach rate** in 3 months, & integrated with third-party Travel Insurance
- Co-ordinated with cross-functional teams to build self-serve portal; **reducing TATs** by **50%**, improving accuracy
- Improved **Ratings & Reviews** mechanism with advanced ageing logic, driving an **8% increase in user conversion**
- **Introduced NPS** system to track app experience; **Promoters up** by **17%**, detractors down by 42% in 6 months

Paytm Flights and Gift Cards
- **Achieved 120% new user conversion growth** for Paytm Flights through refined funnels with **A/B testing**
- Implemented an in-house **SMS parsing** system and integrated with **WhatsApp**, boosting **new user DAUs by 24%**
- Implemented **gifting** use case in **Gift Cards**, tailored to occasions; resulting in **14% growth in monthly GMV**
- Enhanced **user journey** with **personalized funnels** & gratifications, resulting in **32%** increase in conversion

Product Management Intern | WinZO   04/2021 - 06/2021
- Developed **User Referral Program** backed with Market Research to **reduce User churn Rate by 10%**
- Increased User Engagement by introducing **Referral Lottery** Program to **induct 1.6x** users to the App
- **Acquired 30% more Users** as compared to previous months, resulting in potential **$5 Million CLV**

Software Engineer | BizAcuity Solutions Pvt Ltd   07/2018-07/2020
- Facilitated **Platform & Data Migration** post client merger worth **$ 5.5Bn**, impacting **10 Mn** customers
- **Forecasted Customer Churn & CLV** using Power BI & Tableau Reports; resulting in **13% less Player Churn**
- Contributed in developing **AI/ML Gaming Accelerator**, used by CXOs; increased player retention by 10%
- Achieved **12% Cost optimization** by automating 35+ operational reports reducing manual interventions
- Streamlined 5TB of historical data and 10GB daily dataflow by creating 100+ data mappings in MSSQL

EDUCATION

MBA| Indian Institute of Management (IIM) Calcutta (2020-2022)   CGPA 7.5/9 (Top 10 %ile)

B.Tech| Indian Institute of Technology (IIT BHU) Varanasi (2014-2018)   CGPA 7.51/10

ACADEMIC DISTINCTIONS & EXTRA-CURRICULAR ACHIEVEMENTS

- Secured **Institute Rank 46** in **IIM Calcutta**, **top 10%** of the batch; placed top 3 in MSFT Engage PM case comp.
- Selected within the top 8% of the batch for the **Student Exchange Program** at **Jönköping University, Sweden**
- Obtained **99.77%ile in CAT** & 99.61%ile in XAT; **100%** Call Converts from **IIM B, C, L**, I, FMS, XLRI 2020
- Secured **AIR 4202** / 1.5L in IIT-JEE (Advanced); Ranked in **top 0.49 percentile** among 13 Lakhs in JEE Mains
- **Led** and represented IIT BHU Cricket team as Captain in **Inter IIT** and **10+ National** Inter-collegiate events
- Won **4 Gold Medals,** 2 Silver Medals and 3 Bronze Medals; podium finishes in **7 National** Cricket tournaments