Anand Rajpal

Associate Product Manager

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 /portfolio

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Innovative and tech-savvy professional with a passion for product management.
Seeking to leverage technical expertise, strategic thinking, and creative problem-solving
to drive product success and enhance user experiences.

Experience

Virohan — Associate Product Manager
📅 Dec 2022 - present

`Product Strategy` `UI/UX` `User Personas`

- Awarded the title working with "High Ownership & Integrity"
- Led the development for blogs on website and created a process for creating SEO friendly blogs which led to growth of 200% in organic traffic
- Developed lead scoring system, discarding 65% of incoming leads and engaging them through mobile app. Prioritised leads based on user activity, resulting in sales team efficiency boost and 20% cost reduction.
- Implemented self hosted Moodle as LMS for content delivery and examination purposes and Introduced a cost zero platform to cut down spendings by 100% to the external vendor

AlmaBetter — Product Analyst
📅 Jun 2021 - Dec 2022

`Analytical skills` `Problem Solving` `MVP Approach`

- Awarded the title 'Brainiac' for quarter Oct 2021 - Dec 2021
- Developed an In-house video conferencing platform for mentor mentee sessions featuring personalised questions basis on mentee's past performance
- Led the integration of third party community app 'Disciple' to build a community of learners
- Formulated discussion platform 'Discourse' for students to have content related discussions with peers. Incentivised and automated whole system to cater to any incoming doubt.
- Launched Star Students Program to drive course completion and gained a jump of 25% in number of students completing the course

Skills & Tools

Underline indicators   `Frequently Used` `Occasionally`

Languages
`Python` `SQL` `JavaScript` `HTML` `CSS`

Analytics
`Mixpanel` `GA - 4` `DataStudio` `MetaBase` `Tableau`

Technologies
`AWS` `Firebase` `MoEngage`

Tools
`JIRA` `Notion` `Miro` `Figma` `Confluence` `Freshdesk`

Soft Skills
`Roadmap Development` `Competitive Analysis` `Agile/Scrum Methodologies`
`Cross-functional Collaboration` `Communication` `Presentation`

Education

University of Delhi (DU) — Bachelors of Science
📅 Jul 2017 - Oct 2020

Fields of study   First Division
- Computer Science ■ Mathematics ■ Operational Reseach

Decodr Technologies — Data Scientist
📅 Nov 2020 - Apr 2021

Fields of study
- ML Algorithms ■ Predictive Analysis ■ Time series Analysis