

Digital Product Manager

End-to-end domain expertise across the customer journey, with a proven track record of innovation.

Professional Profile



Enterprise-Level Experience

Extensive experience in enterprise-level e-commerce product management.



Innovative Digital Solutions

Proven track record of developing and implementing innovative digital solutions.



End-to-End Domain Expertise

Deep understanding of the customer journey from initial engagement to post-purchase support.



Cross-Functional Leadership

Experience leading cross-functional teams in technology and business domains.

Pre-Transaction Experience

Enhanced User Experience

- Optimized user experience (UX) design for seamless product discovery.
- Implemented advanced search and recommendation algorithms.
- Developed personalization strategies for product listings.

Conversion Optimization

- Employed conversion optimization techniques to drive sales.
- Performed A/B testing to increase user retention and sales.
- Enhanced product listing pages (PLP) and search result pages for better engagement.

Payment Flow Optimization

Simplified Purchase Path

Designed a simplified purchase path to reduce friction and improve conversion rates.

Store And Forward (SAF)

Introduced SAF to reduce payment failure incidents and enhance security.

- Reduced payment failures by 30%.
- Increased sales by 7%

Gift Card Integration

Integrated Eigen for seamless gift card processing and management.

- Increased sale by 3%



Data Migration

Successfully migrated data from Adobe to a new platform, ensuring seamless transfer and data integrity.

Key achievements include:

- Migrated web and app tracking from Tealium to GTM, increasing data available for analysis by 25% through Google integration.
- Migrated web and app tracking data from Adobe Analytics to Snowplow, decreasing the data loss rate by 15%.
- Migrated all existing reports from Adobe to Looker, improving data consistency and accuracy by 30% and decreasing report generation time by 13%.

AI-Driven Enhancements



Personalization

Implemented AI-driven experiences to personalize search results and product recommendations.

- Achieved 13% improvement in search result accuracy.
- Boosted revenue by 11% through the implementation of personalized search results



Fraud Reduction

Utilized AI to reduce fraud incidents and enhance transaction security.

- Reduced fraud incidents by 20% through the implementation of advanced security measures



Dynamic Pricing

Developed and deployed dynamic pricing strategies to optimize revenue.

- Increased user engagement by 13% by introducing interactive and personalized customer experiences.
- Achieved an 8% revenue increase by implementing dynamic pricing strategies.

Post-Transaction Customer Experience

Order Management

Enhanced order tracking and management systems for improved transparency.

- Improved efficiency in settling return payments by 30%.
- Reduced return processing time by 15%.
- Decreased conflict tickets for returns by 23%.



Support Optimization

Optimized customer support workflows for faster issue resolution.



Account Revamp

Revamped the "My Account" section for a more user-friendly experience.



New Initiatives

Launched a birthday party invitation feature to enhance customer engagement.

- Boosted revenue by 3% through increased customer engagement.
- Enhanced customer acquisition by an additional 5% through innovative promotional campaigns and loyalty programs



Store Management Tool

Developed an in-house application to add, delete, and manage store details efficiently and created a new item return flow

- Achieved annual savings of \$84,000



Data-Driven Insights



Analytics Dashboards

Developed analytics dashboards for real-time performance monitoring.



Customer Segmentation

Leveraged customer segmentation for behavioral insights.



Conversion Funnel

Optimized conversion funnels to increase sales and customer engagement.



ROI Measurement

Measured ROI for various product initiatives to drive strategic decisions.