

# SHILPI AGRAWAL

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## Experience

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### Product Consultant, Jaipur, India

Nov 2023 - Present

- [Nov-Dec 2023, 2 months] [NoBill](#) is a bootstrapped UAE based startup revolutionising paperless billing for end customers and merchants alike. I provided consulting services for product mvp/mlp and launch.

### Entrepreneur, Stand-up Comic, and others, Jaipur, India

Nov 2022 - Oct 2023

Took a break to explore my hobbies and interests (ideated a [matchmaking startup](#), [agony aunt](#), performed stand-up comedy) as well as spent more time with my friends and family. Learnt a lot about MVPs and POCs along the way.

### Product Manager, Intercom, Dublin, Ireland

Nov 2021 - Oct 2022

Intercom is all-in-one customer communications platform used by more than 25,000 businesses

- Increased ARR by USD 400K by launching Intercom [surveys](#) on mobile SDKs.
- Launched [rich push notifications](#) driving growth of Intercom mobile push channel

### Product Manager, Mohalla Tech (ShareChat and Moj), Bengaluru, India

Mar 2019 - Oct 2021

ShareChat 500M+ Google Play downloads & 160M monthly active users (MAU), Moj 100M+ Google Play downloads

- Led the push notifications team on both ShareChat & Moj on mobile. Defined product vision, strategy, OKRs to increase DAU contribution of notification from 15% to 25% on ShareChat and 0% to 15% on Moj
- Saved USD 100K/month building internal tool for scheduling targeted webhook notifications.
- Increased notification click through rate (CTR) by 30% and delivery rate by 15%, leading to an overall increase of 3% in D1 app retention by rolling out multiple A/B experiments on notification UI, content, volume, user journeys
- Fixed long-standing user pain point of not being able to turn off, mute, discover notifications selectively by launching new notification window and settings. Prioritized users' digital wellbeing in the product roadmap.
- Increased uploaded video content (UGC) by 15% by designing, launching and analyzing experiment for preview
- Defined healthy topics as well as formed data-driven insights to increase healthy topics on platform by 2.5X
- Audited Champions payment program (creator monetization) with a budget of more than USD 150K per month. Developed an analytical model to detect fraudulent activities with 90% accuracy

### Product Analyst, VMock, Gurugram, India

Sept 2017 - Feb 2019

Reported directly to co-founder and head of product to develop new products and models

- Led a team of five to launch 'smart student search' for employers' talent acquisition team to connect them with relevant candidates. AI/ML techniques and AHP algorithm used in model to score on relevance and calibre
- Launched multiple modules for smart career management centers and students including coaching appointments, interview scheduling, events in 5+ universities like Stanford
- Managed 3-member team to detect function from resume experience with an accuracy of 90% and cluster users to show career path & transitions. Model was based on ML techniques and statistical techniques like TF-IDF

### Associate Consultant, Zinnov Management Consulting, Gurugram, India

Jan 2017 - Aug 2017

- Published a study with [Meesho](#) on "[Online Resellers of Clothing & Lifestyle Products in India](#)" [Economic Times](#)
- "[Large Enterprises: Transforming India's Digital Future](#)" (Study Published, Economic Times on July 12, 2017)

## Education

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### BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE (BITS Pilani)

Pilani, India

Bachelor of Engineering (B.E.) Manufacturing Engineering, CGPA 8.55/10

Aug 2013 - May 2017

## Skills and Achievements

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- Technical Skills - Jira, SQL, MS Excel, BigQuery, Redash, Looker, Figma, Balsamiq, InVision, Python, Postman
- Featured in [Top 50 coolest women in India's product ecosystem by inc42](#) as part of The Makers Summit, Mar'21
- [Featured as a speaker at Product School](#), Jun'22
- Secured All India Rank 4213 among 1.3M (99.64 percentile) in JEE Mains 2013
- Shortlisted for Indian National Mathematics Olympiad (INMO, Top 6% among 15K), Junior Science Olympiad (Top 1% among 40K), Biology Olympiad (Top 3.5% among 10K), conducted by Government of India, 2010-2013

## Other Information

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- Volunteered with Nirmaan (NGO) to tutor Grade 9 and 10 children of low-income background (2014-2016).
- Hobbies & Interests - Enthusiastic dancer and an amateur poet and standup comedian. Fluent in Hindi & English.