SHILPI AGRAWAL

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Experience

Product Manager, Intercom, Dublin, Ireland   Nov 2021 - Present
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 team of 6 for notifications on ShareChat & Moj across Android & iOS. Defined product vision, strategy, OKRs to increase DAU contribution of notification from 15% to 25% on ShareChat and 0% to 15% on Moj
- Reduced cost of USD 100K per month by launching an internal tool to enable scheduling of targeted webhook notifications. Trained 60+ members of operations team to use this internal tool
- 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
- Analyzed A/B test to launch new video player with 30% rise in engagement & 3X increase in followers per creator

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. 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
- Assisted an American software provider to launch a new product by conceptualizing the product
- 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

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

- Technical Skills - Jira, SQL, Microsoft Excel, Trello, BigQuery, Redash, Looker, CleverTap, Figma, Balsamiq, InVision, Sketch, Python, Git, Spanner, 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

- 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
- Languages - English (Fluent), Hindi (Native), German (Elementary)