Parth Khandal

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Summary

Analytical and creative Product Oriented Professional with cross-functional experience in content strategy, user enablement, stakeholder collaboration, digital products and tool development. Proven ability to improve process efficiency, support product lifecycle activities, and drive engagement across digital platforms. Experienced in working with technical and non-technical teams to deliver business-impacting outcomes.

Specialties: Cross-functional collaboration, user research, competitor analysis digital product development, and digital optimization. Proficient in Agile workflows, sprint planning, and documentation. Skilled in managing product content across platforms, analyzing user behavior, and enhancing user journeys. Experienced in aligning cross-team efforts with attention to detail to meet product goals while maintaining brand's voice.

Experience

Instructional Designer- Product Training
Smiths Detection

September 2024- June 2025

- Spearheaded the development of **12+ technical trainings** for mission-critical detection equipment (LCD, Hi-Trax, XDi, Trace), used by defense and governments agencies globally.
- Collaborated with cross-functional stakeholders including SMEs, engineers, and service teams to gather requirements and translate them into structured, user-focused learning journeys.
- Reduced training time for technical staff by **28%** by simplifying complex workflows into digestible, modular content formats.
- Implemented iterative feedback mechanisms using post-training surveys, improving training effectiveness and reaching an average **learner rating of 8.2/10.**
- Standardized over **30+ training assets**, ensuring consistency in structure.

Associate Product Manager
Saumya Vidyut

November 2023- August 2024

- Led initiatives that improved transformer **efficiency by 18%** through process optimization and feedback integration.
- Assisted in developing an internal tool to manage online tenders and billing, integrating data on: tender sources, competitor analysis, past win ratios, required documentation, and product fit recommendations.
- Created training manuals and user documentation.
- Applied strong content structuring and research skills to develop accurate and clear product documentation aligned with user needs.

Content Writer- Product & Tech
StarAgile

September 2022- October 2023

- Wrote **150+** SEO-optimized content pieces on product management, project management, scrum, agile, Ai and data science driving a **60% increase** in organic reach.
- Improved landing page **conversions by 15%** through user-focused content and collaboration with design and marketing teams.
- Managed Clevertap campaigns and supported performance ads across Google, LinkedIn, and Meta, boosting engagement.
- Raised email open rates from **0.12% to 3.56%** via A/B testing and targeted segmentation.
- Led content-led product awareness campaigns, enhancing digital engagement.
- Developed tailored training solutions for businesses by mapping their pain points, skill gaps, and growth goals.

Skills

- Product Requirement Gathering
- User Research & Journey Mapping
- Gen AI
- Power BI
- Agile & Scrum Methodologies
- Sprint Planning & Backlog Prioritization
- Cross-functional Collaboration
- Stakeholder Communication

- Technical Documentation
- Data-Driven Decision Making
- Campaign Optimization (Google, Meta, LinkedIn)
- SEO Strategy & Content Architecture
- Product Training & Enablement
- A/B Testing & Feedback Loops
- CMS Management
- SQL

Education

Lovely Professional University (LPU) Bachelor of Technology (BTech) in Mechatronics Engineering

Jul 2019 - July 2023

Licenses & Certifications

Certified Scrum Master - Scrum Alliance

Product Management: An Introduction

Microsoft AI Product Manager Professional Certificate