RISHABH JAIN

3+ Years Of Startup Experience In Product Management

Mail : rishabhj89@gmail.com
Phone : +91 - 09650391877
Address : Z-27, Near Bank Of Baroda Uttam Nagar, New Delhi

SUMMARY

3+ years startup experience of consumer web product management. Engineering background. Focused on finding the right questions to ask and assembling and iterating on the best ideas to build great products.

EDUCATION

MBA Marketing (2013 - 2015)
IBS Hyderabad   **7.85 / 10 CGPA**

B.Tech in Computer Science (2008 - 2012)
BMIET, Sonepat   **73 %**

CBSE Class XIIth (2007 - 2008)
St. Marks Public School, New Delhi   **79.60 %**

CBSE Class Xth (2005 - 2006)
St. Marks Public School, New Delhi   **88.80 %**

WORK EXPERIENCE

Careers360   March 2015 - Present
Senior Product Manager

Led product engagement team, responsible for managing all parts of the product lifecycle, from ideation to launch. Wrote concept docs and PRDs, created initial mock-ups, and gathered metrics before and after product launch. Decided which metrics would most likely be impacted in a release and calculated baselines to confirm their performance stayed within acceptable ranges.

QnA - The question and answer platform for aspiring students, generated **2 lac+ questions** which helped in getting **8 million+ sessions**, working at present to decrease the number of redundant questions with enhanced flow and change in structure.

Predictors (Result Predictor, College Predictor, Prepmeter, Chance Predictor, Engineering Rank Converter) - Data Driven tools for helping students to take more informed career decisions. Improved the logic and redesigned it with more touchpoints, giving users more accurate result, leading to **100 - 120% increase in usage and better user satisfaction.**

Search – Enhanced the user search (using SOLR) on site by including better algorithms and techniques to show relevant results, **which increased the hit cases from 40% to 70%.** Captured all the search related data which was not saved earlier and built useful insights about the students for the company.

User onboarding process for predictors – Enhanced the user on boarding process for tools thus capturing details on every step of the funnel, leading to the increase in conversion by 4- 5%.

Other key projects owned –

Webinars	User Registration	Smart Script
User Dashboard	Gamification	

Rediffusion DY&R   March - May 2014
Intern - Client Servicing

Project : Communication Analysis of various brands of Dairy Industry with reference to Paras Evaluated and compared different television and print advertisements in competition to Paras and understand their communication strategy and also worked upon

AWARDS

Shooting Star of the Month Award (Nov 2017) - Successfully lead the new product development of MBBS Companion product. Met the tight deadlines and took over all the major tasks. Simultaneously handling the team and other tasks for upcoming season.

Cheers to Peers Award (Feb 2017)- Came up with a solution of formulating a custom report in Google sheets, through which the raw bug report data can be simply inserted and the final required report can be generated automatically; as Product team was spending substantial amount of time in analysing and compiling the daily bug status report.

Manager's Choice Award (2015-16 yearly award) for demonstrating **consistent performance for a year by Meeting individual KRAs, Process improvement, Quality Enhancement and going beyond the call of duty** many a times.

Careers360 Live Wire Award (July – Sept 2015 Quarterly Performance Award) for **consistent performance on improving the user experience and accuracy of the SDSS.** Overall enthusiasm and active participation shown in other organizational activities as well.

Cheers to Peers Award (April 2015) - On the spot award for showing **commendable job on user registration project.**

INITIATIVES

Resolved the problem of product operations in making reports which **reduced their weekly time spent from 8 hours to 30 minutes.**

The analysis shared on search data captured, **helped different teams in making better decisions** about the products.

Helped marketing team to target students based on their actual scores in exams by getting data extracted which helped in **increasing the conversion rates**.

Initiated the use of Google Data Studio to make real time reports which helped enhance decision making with the help of data.

Got the search report in GA corrected, configuring it in the correct way and based on the data collected suggested changes in the system.

Held knowledge sharing sessions for Product team, published Data driven stories with the help of content team and suggested ideas and made creatives for pitching data driven tools.

Key member of cultural team, **initiated activities to engage employees.**

Started an online website www.colorauction.com with a friend for women's wear.

Started "Freaks" which deals in T-shirts distribution and supply in IBS Hyderabad, made profit of about **80k in 8 months.**

TOOLS

Google Analytics
Google Data Studio
Axure
Photoshop
Microsoft Excel
SQL
Slack
Confluence
Jira

SKILLS

Product Management
Team Management
Wireframing & Creating Mockups
Prototyping
Requirement Gathering & Analysis
Creativity
Designing on Photoshop
Decision Making

www.linkedin.com/in/rishabhjain