

# NAIVEDYA JAIN

Product Guy | Analytics | SaaS

📍 Gurgaon, Delhi NCR  
 ☎ +918800596326  
 ✉ [naivedyajain@yahoo.com](mailto:naivedyajain@yahoo.com)  
 in [in.linkedin.com/in/productnj](https://www.linkedin.com/in/productnj)  
 🌐 [naivedyajain.in](https://naivedyajain.in)

## SKILLS

- **Product & Project Management Skills:**
  - Balsamiq & Invision
  - MS Visio & Picktocharts
  - Jira
- **Analytics & Visualization:**
  - Mixpanel
  - Advanced Excel & VBA
  - Tableau & Si-Sense
- **Data Science:**
  - SQL
  - Rapidminer
  - Python & R

## CERTIFICATIONS

- **CFA LEVEL 2** (Investment Analysis & Valuation)
- **CFA LEVEL 1** (Quantitative Methods, Financial Statement Analysis)
- **Youngest** NSE Certified Market Professional

## ENTREPRENEURIAL ENGAGEMENTS

- **Founder**, Twikle Labs Pvt. Ltd.

### Products Include:

- **Rewardo**: Productivity Enhancement App

From Product to Sales and everything in between!

- **Bhagwan Darshan**: Devotional App, Responsible from Conceptualization to Launch
- **Advisor** @ a Series A Funded Mortgage Startup in New York City
  - Analyzed Extracts & Prepared Descriptive Tableau Dashboards (Geographical/Product Type/FICO band v/s note rate)
  - **Increased Operational efficiency for field executives by 30%**
- Prepared Feasibility Report on **Warehouse Optimization using BLE** for a Boutique Manufacturer

## ACHIEVEMENTS

- **Youngest NSE Certified Professional**
- **Finalists** at Eureka, IIT Bombay
- **Youngest** Candidate Non Phd for International Quantitative Finance
- **Upcoming Shining Star Award**
- **99.98%**ile in All India Engineering Entrance

## SUMMARY

Versatile Product Guy with a blend of Analytics, Marketing, Operations & Communication Skills

- **3+ Years Product Management Experience**, Skilled in formulating Product KPIs and Execution
- Created **Data Backed Product Vision Framework** & subsequently define **Product Roadmaps**
- **Currently**, working on **SAAS CRM & Deal Management Platform** for Real Estate & Private Equity firms
- Experienced in designing **Wireframes, Performing Feature Audits & PRDs/BRDs**
- **Cross-Platform Experience** worked on Web & Mobile Products
- Experienced In **Communicating A Vision To Designer, Pin-Point Mission To Developers & Convey with Brevity** to C-Levels
- **Prior experience** on working **B2C Lead Generation & Enterprise Product Offerings**

## WORK HISTORY

Mar 2018 - Present

**Associate Product Manager, Oxane Partners, Location: Gurgaon**  
 SaaS Product firm in FinTech Space

- Conduct **Sales Demo** to Prospects, perform **Pre-Sales Activities**, **get the pulse** of Market & develop **Product Roadmap**
- **Perform Product Upselling/Cross-selling** to customers and create a direct PnL impact
- **Perform & maintain Competitor Analysis** & analyze overall Industry trend
- **Conceptualized Sales/Leasing/Marketing Module** reducing **Revenue Churn by record 70% & Customer Churn by 30%**
- Involved in **New Product Initiatives**, developed **Ancillary CRM Capabilities**
- **Implemented user behaviour tracking system** and identified user patterns to drive data-backed product improvements **improving the usability by 20% on Web platform and by 50% of iOS Platform**
- **Streamlined** organization's delivery process across various phases – client onboarding, requirements gathering, product customizations and product launch by eliminating redundancies and reducing touch-points to reduce delivery time

Aug 2017 - Mar 2018

**Manager- Product & Analytics, Flyhomes, Location: Noida**

Flyhomes is a B2C Real Estate Brokerage Startup based in Seattle

- As a first Product Hire, **created an Analytics framework and Implemented Mix-Panel**
- Provided **Data Backed UX Recommendations & revamped site**, increasing **Average Time on Page, CTRs and Conversion rates by 60%**
- Revamped Exit Pages **reducing Bounce Rates by 30% & increase visit value by 24%**
- Performed **Feature Audits & raise concerns to Top Management**
- Coordinating with Development team to ensure end-to-end synchronization & adherence to Product Road-Map, **ensuring successful Product Deployment**
- **Manage Intercom** for Engagement & gather **qualitative Product feedback**

Dec 2014 - Aug-2017

**Product Analyst, Indus Valley Partners, Location: NCR/New York**

IVP is a B2B Financial Consulting firm catering Asset Mgmt. Domain

- **Front Deployed Analyst worked onsite with Top Asset Managers in New York** to gather **Critical Customer and User Feedback**
- Lead a team of **4+ Developers and 5 Operations Associates**
- Prepared Functional Specifications for User Alerts, Broker Communication, Auto-Match Algorithms **increasing Client's Retention & Engagement Matrices by 50%**
- Conducting **Sales/Client On-Boarding Demos & tracking sales pipeline**
- Received Outstanding Shining Star Award for excellent Project Management Skills **Awarded to Top 1% Product Analysts**

## EDUCATION

2013 - 2015

**B.Tech + Masters in Management | 5 year Duals | IT & Finance**

Indian Institute of Information Technology and Management

- **Graduated as Top 20% ile of Batch | Completed CFA Level 2 | Co-Founded Startup**
  - Secretary Entrepreneurship-Cell at IIIT & Coordinator at E-Cell IIT Bombay
  - Alumni-Connect- Created and Scaled FB Page for Alumni (**1500+ Users**)