

HITANSHU PAREKH

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WORK EXPERIENCE

Event Coordinator | Purple Production (Event Management Firm)

MAY 2024 - FEB 2025

- Led guest list management and event coordination, ensuring smooth execution and optimizing operations.
- Conducted process analysis to identify inefficiencies in manual workflows, leading to the development of a scalable digital solution.
- Designed and launched EventFlow, a digital guest list management tool, utilizing no-code platforms to streamline event planning.
- Enhanced event efficiency by integrating automation, reducing guest list processing time by over 50%.
- Gained hands-on experience in user research, process optimization, and no-code development, reinforcing my product management skill set.

PROJECTS

Meal Mate – Meal Assistant web app

- Developed a smart meal-planning progressive web app using no code tools to reduce decision fatigue and help users plan meals efficiently.
- Integrated meal suggestions based on ingredients and dietary preferences.
- Added reminder notifications to ensure users maintain a consistent eating routine.
- Read more: [How I Built MealMate](#) | Live App: [MealMate](#)

Event Flow – Smart Guest List Management App

- Created a progressive web app using no code tools and ai that digitizes and organizes guest lists, saving time and effort for event organizers.
- Implemented real-time updates, task tracking, and role-based access control (Beta testing).
- Designed a clean and professional UI for seamless event planning.
- Read more: [How I Built EventFlow](#) | Live App: [EventFlow](#)

EDUCATION

Bachelor's in Management Studies

Nagindas Khandwala College | CGPA: 8.65

HSC

Mithibai College | 87%

SSC

Swami Vivekanand International School | 87.2%

SKILLS & COMPETENCIES

Key Strengths

- Problem-solving mindset with a passion for building digital solutions.
- Strong analytical and organizational skills.
- Quick learner with a keen interest in product management.

SKILLS

- MS Office
- Market Research & User Insights
- No-Code Development