

PROFESSIONAL SUMMARY

Consultant Product & Project Manager with a track record of launching products from 0-to-1. Currently advancing my expertise with a **Work-Integrated PhD** (Product Management) and seeking to apply my skills in a full-time role at a mission-driven company

PROFESSIONAL EXPERIENCE

CONSULTANT PRODUCT and PROJECT MANAGER (Dec 2021 - Jul 2025)

Companies Led

CSE Pathshala | Noida (Hybrid) | Oct 2023 – Jun 2025 | Consultant Product Manager

- Spearheaded the 0-to-1 launch of an ed-tech platform, scaling to **1,200+ paid learners** in one quarter by defining the product vision, **launching the 'Ignite Brain' vertical for school students**, and executing a blended GTM strategy.
- Architected a product-led growth strategy that **increased retention by 25%** and **engagement by 35%** by launching gamification features and **securing the company's first B2B partnerships with 3+ schools** for the 'Ignite Brain' vertical

Reserve Nature | New York (Remote) | Mar 2023 – June 2025 | *Consultant Product Manager*

- Spearheaded the 0-to-1 launch and scaling of a global reservation platform, owning the **end-to-end product and growth lifecycle** to acquire **4,500+ users** across three countries.
- Engineered a full-funnel growth strategy, optimizing user acquisition with a **\$0.016 CPC** (3x more efficient than benchmarks) and improving on-site **conversion by 15%** through rigorous A/B testing.

Wise Logics LLC & Digital Solutions | Mohali (Hybrid) | Mar 2024 – Dec 2024 | *Consultant Product Manager*

- Restructured product delivery for a **15-member cross-functional team** spanning two companies, increasing project velocity by **20%** for a **diverse portfolio of US & Canadian clients** and driving a **35% increase in their organic traffic**.
- Pioneered a new eCommerce business line from the ground up, launching a dropshipping brand that generated **great sales** and provided critical market data to inform future company ventures.

Saurabh's Babycare | Kerala (Remote) | Feb 2024 – Dec 2024

- Launched India's first professional babysitting service, achieving product-market fit within **30 days** by developing the brand, website, and initial GTM strategy.
- Architected a new standard for trust by designing industry-first safety policies (policies) as core product features, driving a **40% increase in client retention**.

Vats Marketing | Noida (Remote) | Feb 2023 – Dec 2023

- Managed multiple client projects and led a team of 4-5 members, delivering high-quality results for 20+ clients.

One Dash Two | Mandi (On-Site) | Feb 2023 – Dec 2023

- Led a team of 4 members, delivering high-quality results for diverse clients. Designed and maintained websites, branding strategies, and logos, catering to both local Himachal clients and broader audience.
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CORE COMPETENCIES & SKILLS

- **Product Management:** Product Lifecycle Management, GTM Strategy, Roadmapping, Feature Prioritization, User Research, A/B Testing, User Acquisition & Retention
 - **AI & Data Analysis:** AI/ML Strategy, Generative AI Concepts, Data Analytics, Market Analysis, SEO, Google Analytics, Tableau
 - **Technical & Project Delivery:** Agile (Scrum, Kanban), Project Management, Cross-functional Collaboration, Jira, Asana, Trello, Figma, No-Code/Low-Code Platforms
 - **Marketing & Growth:** Digital Marketing, Content Strategy, Meta Ads, Google Ads, Email Marketing
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EDUCATION

Lovely Professional University | [Hybird] *Work-Integrated PhD, Product Management* | August 2025 – Present

Chandigarh University | CU IDOL | *Master of Computer Applications (MCA)* | 2023

Hansraj Mahavidyalya | *Bachelor of Computer Applications (BCA)* | 2021

CERTIFICATIONS

- Jobaaj, Jobaaj, Product Management Programme, Jan 2024 - December 2024
- Inspect Rich Documents with Gemini Multimodality and Multimodal RAG Skill Badge, Google, August 2023