

Akshit Kumar | nm.akshit@gmail.com | 9999684686

6+ years of experience in Product Management | E-Commerce | Food-Tech | Media | IT | Mobile & Web | B2B | B2C
Certification: AGILE & SCRUM Certified

EXPERIENCE

Product Manager | Amazon (India) | December 2019 to Present

Projects & Responsibilities:

- Responsible for Post Order Customer Experience on Mobile and Web for Amazon's Middle East Marketplaces
- Continuously assess voice of customer, market trends, competitive opportunities and threats to define product strategy
- Identify gaps and improvements to existing products and device inventive solutions to address user pain points
- End to End ownership of launching Post order notifications and self-serve product suite for new marketplace launch which involves scoping, creating BRDs, user stories, prioritization, tracking development, stakeholder management and conducting UATs
- Driving product discoverability and advocating self-serve efficacy of various post order products on the platform
- Launched forward leg push notifications for happy path and exception use-cases in ME marketplaces leading to 15% contact reduction
- Introduced Mini Progress Tracker on push notifications for happy path scenarios leading to 13k annualized contact reduction
- Working towards revamping post order customer journey to reduce customer effort and increase self-serve efficacy
- Continuously partner with WW Tech, program and business teams to launch various programs like Amazon Home Services, Export orders, Prime etc. for Middle East marketplaces

Product Manager | ABP News Network (Digital Media) | December 2017 to December 2019

Projects & Responsibilities:

- Responsible for ABP News Websites Business
- Launched ABP Social platform to integrate with the mainstream app and web to drive engagement
- Introduced Personalization to improve user engagement and increased Average session duration by 25% (1.5 to 1.9)
- Revamped UI/UX to improve the product discovery and increased CTR by 15%
- Increased CTR by 5% by introducing Evening Bulletin on MobileWeb
- Revamped the UI/UX and launched Video Story teller format on Bengali Website
- Implemented AMP, which has increased the returning user by 9% and sessions 12%
- Drive campaigns on Google Ad-words and Social media for user acquisition
- Introduced web notifications which now contributes 10% to overall traffic
- Strategized and delivered mirco-sites and features to cater events like Elections, Budget, and Sports etc.
- Introduced Live Blog on websites which increased the visibility on Google and now drives decent organic traffic during big events

Product Manager | Foodpanda (India) | April 2016 to October 2017

Projects:

- Launched the FOODPANDA (India) APP on Android and iOS
- Worked on product discovery and optimization of Location, Order Building, Checkout flow which increased the conversion rate by 35-40%
- Worked on Vendor Delivery Management System and improved the logistics and last point delivery turnarounds for customers
- Designed a feature to auto-suggest dish in order to increase Average Order Value
- Designed an automated solution for order cancelation and replacement process which increased customer satisfaction and resulted in better productivity of customer support team
- Lead the development of Partner Portal (CRM tool for Restaurants) to streamline the order pipelines and other customer related processes

Responsibilities:

- Managing end-to-end product development involving product roadmap creation, writing user stories, backlog prioritization, wire-framing and prototyping
- Managing entire Product life cycle from strategic planning to tactical activities
- Define and conduct market research to gain better understanding about user behavior and competition. Gather information and data from multiple sources (consumer research, partners, vendors, competitive analysis), develop insights, and translate findings into action
- Facilitate sprint planning, conduct daily scrum meetings to review and retrospect development
- Ensure PRDs, flow diagrams and wireframes are properly translated to production and drive problem resolution once new

features have gone live

- Providing direction and recommendations on product design and usability
- Manage and Coordinate with Design, Development and QA teams to ensure timeliness of projects
- Work closely with Operations, Marketing and other teams to solve critical business problems and optimize processes
- Analysis and Identification of customer needs/gaps and make recommendations
- Conduct AB test to analyze user behavior and take data driven approach to optimize conversion rate
- Create Product Requirement Documents (PRD) and Business Requirement Documents (BRD) for new features

Product Manager | Indiamart InterMesh Ltd. | April 2015 to April 2016

Projects:

- Conceptualized and delivered Supplier CRM on Mobile Site, where Suppliers can view enquiries received from buyers, contact them and reply to the enquiries
- Improved the transactional KPIs for CRM tool by 7000 transactions in 3 months
- Lead an email communication strategy for different client segments and increased the number of leads purchased by 25%
- Built an effective logic for increasing relevancy of buyleads, that lead to 1.2X growth in buylead purchased

Responsibilities:

- Collaboratively identify, quantify, and prioritize opportunities to improve user experience, and improve conversion rates
- Writing user stories and defining hypothesis to drive A/B test and feature development
- Collaborate with usability and technology team to develop a deep understanding of customers, identify gaps in core product functionality and help build right set of features and track adoption for same
- Participate in daily scrum meetings and work closely with engineering, QA and design teams to ensure all business inputs are provided on time.
- Rigorously monitor key performance metrics and coordinate with various teams to take corrective actions if needed
- Analysis and implementation of Product-to-Category mapping to make Buyleads service more relevant and effective
- Preparing requirement documents and working closely with Development and QA teams to ensure product delivery as per the requirements

Product | Birlasoft (India) Ltd | October 2009 to April 2012

Projects & Responsibilities:

- Managing entire Product life cycle from strategic planning to tactical activities for New Policy Creation and Renewal for an insurance client
- Gather business requirements from the client and creating flow diagrams for various functionalities
- Creating user stories and running sprints to ensure timely delivery of the product
- Facilitate sprint planning, conduct daily scrum meetings to review and retrospect development
- Lead the team of Developers, QA, Designers and Business Analysts
- Collaborate with Operations, Sales and Creative team for end to end planning and implementation of the product features with complete understanding of SDLC
- Estimate and monitor product cost, time and risk and report progress to the client
- Analyzing critical areas of testing, risks, potential business impacts and preparing Test plans and BRDs
- Conducting various types of testing (Regression, Smoke, Sanity, Functional, UAT for the software product under varying conditions and analyzing the behavior of the system

SKILL SET

- Agile Methodology/Scrum
- Google AdWords
- Product Management
- Product Requirement Document
- Wire-framing
- Social Media Campaigns
- Google Analytics
- JIRA
- AB Testing

EDUCATION

| <u>Degree</u> | <u>College</u> | <u>University</u> | <u>Passed</u> | <u>Percentage</u> |
|---------------------------|---|-------------------------------|---------------|-------------------|
| MBA (Marketing) | Narsee Monjee Institute of Management Studies | NMIMS | 2015 | 3.05/4 CGPA |
| B.Tech (Computer Science) | Maharaja Agrasen Institute of Technology | G. G. S. IP University, Delhi | 2009 | 70% |

