Shrikant Jaiswal

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SKILLS SUMMARY

- **Product Skills**: Product Roadmap Development, Product Lifecycle Management (PLM), Market Research, Growth Marketing, Data Analysis, Competitive Analysis, User Research, Agile Methodologies, Product Strategy, KPI Tracking
- **Tools/Platforms**: Tableau, Jira, MS Word, PowerPoint, Excel, Typeform
- **Technical Skills**: SQL, HTML, CSS, Bootstrap, JavaScript , APIs
- **Soft Skills** : Cross-functional Collaboration, Project Coordination, Leadership, Problem Solving, Customer Engagement

INTERNSHIP

- Growth Natives — May 2022- May 2023
  Frontend Engineer
  - Developed scalable software solutions using HTML, CSS, JavaScript, and APIs, focusing on enhancing user experience and client satisfaction, achieving a 70% client satisfaction rating
  - Led optimization initiatives, achieving a 30% reduction in application load times and improved performance metrics
  - Cooperated with business operations by optimizing existing features and collaborating on new product development
  - Collaborated with cross-functional teams (engineering, design, marketing) to execute product development plans

- HR Reflections — June 2024 -August 2024
  Market Research Intern
  - Conducted in-depth market research and competitive analysis, identifying key trends and opportunities, leading to strategic recommendations that enhanced business growth
  - Collaborated on setting company-wide goals, tracking progress, and ensuring alignment with strategic objectives, contributing to a 10% increase in market research accuracy
  - Extracted and analyzed key data from LinkedIn and company websites, gathering contact information for senior executives and key decision-makers
  - Developed a comprehensive market research plan aligned with company objectives, contributing to the successful identification of new business opportunities and potential clients
- ZENNiX — February 2024 -March 2024
  Product Research Intern
  - Conducted market research on trending products using Google Trends, Amazon, and Flipkart, identifying opportunities for product sourcing and contributing to a 20% increase in sales
  - Analyzed data using Excel and other tools to provide actionable insights, informing product sourcing and partnership Decisions
  - Gathered market feedback and assessed product trends to provide recommendations for product sourcing, enhancing our brand's product offerings
  - Collaborated with manufacturers and cross-functional teams to source products, ensuring timely delivery of high-quality products sold through the company's website and partner marketplaces

PROJECTS

Affiliate Marketing Strategy — January 2024 – February 2024
August Bioscience
- Developed a customer-centric strategy for August Biosciences, focusing on affiliate satisfaction and engagement
- Executed targeted campaigns on Instagram, Twitter, WhatsApp, and LinkedIn, ensuring timely support and fostering long-term relationships

Spotify User Experience and KPI Analysis — September 2024 –October2024
- Analyzed Spotify's user experience, identifying pain points and recommending improvements based on feedback and trends
- Tracked KPIs (user retention, engagement, conversion) to measure the impact of changes, enhancing user experience

CRED Personalized Financial Management Tools — November 2024 –December 2024
- Analyzed user engagement with CRED's financial management tools and identified opportunities for improvement based on customer feedback and market research
- Created a roadmap for new features, including personalized budgeting tools and loyalty rewards, aligned with CRED's business strategy

CERTIFICATIONS

- IBM AI Product Manager(IBM) — January 2025
- Market Research and Consumer Behavior (Coursera) — May 2024
- Digital Product Management: Modern Fundamentals (University of Virginia) — March 2024
- Product Management: An Introduction (Coursera) — January 2024

EDUCATION

- Lovely Professional University — Punjab, India
  Master of Business Administration – Product Management & Strategy — *Since August 2023*
  Courses: *Product Management, Consultancy Management, Marketing*

- Lovely Professional University — Punjab, India
  Bachelor of Technology - Computer Science and Engineering — *July 2018 – July 2022*
  Courses: *Frontend Engineering, Web development*