

## ABOUT ME

+91 80065 11122 | prateek.postbox@gmail.com

- CSPO certified Product Manager with 7.5+ years of experience in Product Management, Product Development, Program Management, Customer On-boarding & Customer Relationship Management.
- My forte lies in devising customer-driven inventive approaches to uncover new market opportunities and maximize existing ones.
- Tools - Wiframe (Figma, Balsamiq, MS Axure, Adobe XD), Draw.io, Jira, Confluence, Asana.

## EXPERIENCE

### TO THE NEW | Product Manager

Sep 2018-Present

Working as a Product Manager for one of the largest OTT products (B2C) in India with a multi-million user base

- **QR code-** Implemented QR code based login on the firestick application decreased the **login time by 7%**
- **Search Revamp - Increased search results by 27%** by redeveloping it with the elastic search approach and by combining the search parameter
- **Operations - Reduced the calls by 12%** on the customer support by introducing the Help Center on the app
- **Partners Onboarded-** Onboarded 4 new partners with a cumulative record of 52K+ contents discoverability on the app **increased the subscription rate by 8%**
- **Conversion Rate-** Improved the customer acquisition rate from 2% to 5% by getting the basics right from a UX psychology standpoint, anchoring and registration experience

### KELLTONTTECH | Business Analyst

Jan 2017-Aug 2018

Responsible for creating a digitalized product from scratch where manual operations were removed completely removed

- Developed an internal application for Maxlife employees to hire agents who can sell their policies seamlessly. The entire process is digitalized where one can schedule the Career seminar, Career interview, IRDAI check, Training & examination and onboarding.
- Researched and worked along with the agents to understand their problems which helped me to understand the business process
- **Improved Efficiency** - This **reduced the waiting time** between the different steps **by 17%**
- **Improved Passing Rate** - Increased the examination passing rate **by 11%**
- Took an initiative to develop this project under the agile methodology using the Scrum framework

### Flexsin Technologies | Business Analyst

Jun 2016- Jan 2017

Responsible for understanding the requirements of the client

- Prepared the exhaustive requirement document in the use case format that helped to get the sign off from the client
- Later it was taken up by the designing team to create the actual designs.
- Worked on the 0 to 1 approach to build the features of the application by understanding the AS-IS process of the business

### RSALESARM | Business Analyst

Jun 2013 - Mar 2015

Responsible for understanding the workflow from the client and mapping it with the CRM system

- Integrated the workflow system with the CRM based product for one of the clients to enable trackings of executive activity, such as Attendance, Doctors and Chemist visit and sales achieved.
- Worked on the reporting dashboard to extract information based on the weekly, monthly, yearly parameters
- **Increased Doctor Visits** - After implementing the solution the **doctor visit increased by 8%**
- **Increased Chemist Visits** - the **chemist visit increased by 8%**

## EDUCATION

### SRM University, Chennai

Bachelor's of Technology, Biotechnology (8.2 CGPA)

2009 - 2013

St. Fidelis Sr Sec School, Aligarh, CBSE exam (XII)

2007

St. Fidelis Sr Sec School, Aligarh, CBSE exam (X)

2005

## **EXTRA - CURRICULARS**

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- One of the organizers for the Bootcamp program in TO THE NEW and conducted sessions on Agile methodologies
  - Worked as a Public Relation Officer (PRO) for the Biotech Association 2012-2013
  - Organized, Industrial visit for 120 students of the Biotechnology department, 2011
  - Participated in “GREAT CHENNAI RUN” under 7 km category, 29th August 2010
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