

SHUBHAM KHULE

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ABOUT ME

Self-motivated professional with ~2 years of experience with proficiency in leading teams in product/feature development and implementing a methodical approach to problem solving.

WORK EXPERIENCE

MockPeers.com | Co-founder (Product & Growth)

Jan 2022 - Present

- Developed mockpeers.com, a community driven platform, with a goal to enable Product Management aspirants to **connect** with one another, practice **free mock interviews**, get confident & ultimately, be job ready
- Built with **no-code tools** - Carrd & Airtable, the site observed registrations of more than **100+** PM aspirants within **1st week of launch**; Responded to user feedback and issues to improve site functionality

Capgemini | Consultant/Business Analyst

May 2021 - Nov 2021

- Collaborated with CX architects to **shape** multi-practice deals worth **\$ 3 million** in total contract value
- Conducted **market research** to identify market conditions, customer behavior, industry trends & competition
- Helped crowdsource **100+** ideas for business expansion by spearheading a BU(**9,000+** colleagues) wide **Ideathon**
- Responsible for stakeholder management of proactive initiatives in **Digital Customer Experience (DCX)** domain
- Achieved alignment with Dev, Pre-Sales, Design & leadership team to ensure timely delivery of these initiatives

Amway India | Sales & Marketing Summer Intern

Apr 2020 - Jun 2020

- Achieved **30% YOY** growth in the Ayurvedic nutraceuticals category sales post incorporating proposed changes
- Conducted an in-depth survey of **140+** customers to analyze & map customer preferences of product packaging
- Identified user **needs & triggers** for packaging and performed data analysis & competition benchmarking
- Proposed improved packaging & devised a **3-month** social media marketing plan targeting 'Under 35' customers

Amdocs | Technology Integration Engineer

Mar 2018 - Dec 2018

- Managed **5+ key** Telco clients & collaborated with **7+** cross-functional teams situated in US, Canada & Israel
- Coordinated with clients & scrum teams for **agile** execution & deployment of the code in a **CI/CD** manner
- Implemented **Swarm REST API** for automating the 'project creation' activity & saved **500+** man-hours/year
- Reduced process time of several **repetitive** tasks by **90%** by developing **Python Automation** scripts
- Trained new joiners and conducted **KT** (Knowledge Transfer) sessions on code repository & review tools

ACADEMIC HIGHLIGHTS

JBIMS, Mumbai | MBA in Marketing (70.1%)

Aug 2019 - May 2021

- Elected as a member of the Corporate Relations Committee; Responsible for handling **social media platforms**
- Achieved **78%** organic growth (~**20000+**) in number of followers across IG, FB, LinkedIn, YouTube and Twitter

PICT, Pune | BE in Information Technology (69.7%)

Aug 2013 - Jun 2017

- Elected as a Sponsorship Coordinator of technical event '**INC**'; footfall of **2400+** students, a **30% YOY increase**.
- Raised **INR 0.2 million+** for the event, by onboarding 10+ previous sponsors & 5+ new sponsors

PRODUCT WORK

- Upskilled via product management program at Upraised. <https://www.upraised.co/portfolio/shubham-khule>
- **Product Specs** on building credibility of the **Smallcase** managers by introducing user reviews feature : [Link](#)
- **Practo Ray** pricing page **PRD** - increasing conversion rate by improving user experience : [Link](#)

EXTRA - CURRICULARS

- **Co-founded** '**PuneTreasures**', an Instagram food-blogging page (**12,500+** followers)
- Holds a **Guinness World Record** for being a vocalist in "**Largest Indian Music Band with 1000 Members**"

SKILLS & TOOLS

- **Tools** : SQL, Python, HTML/CSS, C/C++, Google Analytics, Tableau, Jira, Figma, Asana, Microsoft Office suite
- **Skills** : SDLC, Stakeholder Management, Business Analysis, Requirements analysis, Project Management, Agile methodology, Scrum, Data analytics, Product roadmap, Prioritization, Strategy, Product backlog