RAJAT SHARMA
PRODUCT MANAGER
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PROFESSIONAL EXPERIENCE

Mediaqart, Mumbai   March 2021 – Present
AdTech Product Manager - B2B SaaS
- **MQ Sync Product Strategy and Roadmap**: MQ Sync helps brands grow through hyper-local advertising by targeting specific audiences and demographics. Built MQ Sync from scratch which is now used by 500+ retailers and 5 brands, resulting in a 15% average quarterly growth in revenue. Led the agile process to create user stories, prioritized features, conducted A/B tests and tracked post-launch metrics.
- **Data-Driven**: Innovated a new demo registration channel to increase user acquisition and engagement by analyzing post-launch metrics in Google Analytics. Launched chatbot platform and website improvements, increasing MAU by 35% and monthly demos by 2X.
- **Technical Depth**: Revamped the flagship product which reduced the campaign turnaround time to 50% by implementing creatives auto review using AI-powered content moderation and aligned stakeholders to discard the manual review process.

SHL, Gurgaon   Nov 2018 – March 2021
Product Analyst
- **Customer Focus:** Analyzed customer behaviour and user feedback at various stages of the candidate's assessment journey. Improved overall assessment completion rate by 20% by introducing an assessment warm-up feature for the candidates.
- **Automation**: Introduced a report downloading tool to reduce turnaround and report delivery time from 72 hours to 12 hours by automating internal processes between the technical and support teams.
- **Cross-Functional Leadership:** Communicated vision, plans, status, issues and activities to all levels of management. Led the transition of Excel and Tableau dashboards for over 300 SHL clients to web-based dashboards which saved over $2M in operation costs.

Gartner, Gurgaon   July 2018 – Nov 2018
Product Intern
- **Sales Enablement**: Improved sales call efficiency by 15 % by leading sustainable adoption of a new CRM tool among 50 salespersons in 3 months; redesigned key customer support workflows.
- **Team Collaboration**: Collaborated with 5 support engineers in an automation project to automate all manual QA scoring tests (~7000 tests). The team was consistently 2 weeks ahead on all milestone phases.

EDUCATION

SRM University, Chennai   August 2014 – June 2018
B.Tech in Electrical and Electronics Engineering

NextLeap PM Fellowship
Project: LinkedIn Metaverse which enables a quality network for GenZ. **Prototype**
- **User Research**: Conducted 10+ user interviews, and designed and implemented user surveys.
- **Implementation**: Identified user problems and formulated business case, product vision and GTM strategy.

Additional Information

- Program Management: SDLC (Software Development Life Cycle), Resource Planning, Jira, MS Project.
- Technical Skills: Excel, SQL, Google Analytics, Amplitude, Jira, Figma, Balsamiq, Google data studio.