Shubham Singh

Product Manager

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Portfolio: https://shubsingh0.wixstudio.com/my-site

Summary

Innovative Engineer and Product Manager with a proven track record of utilizing expertise to drive positive outcomes. Adept at diagnosing and resolving complex issues by offering practical and effective solutions. Demonstrated proficiency in design, prototyping, and testing, with a commitment to delivering optimal results through teamwork and collaboration.

Skills

Product	Wire framing	UX/UI	Prototyping	Google Tags Manager	Product Launch	Market Research	User Research	Google Analytics	Jira	Trello
Management	Leadership	Stakeholder Management	Planning	Delegation	Innovation	Agile and Scrum methodologies
Engineering	Engineering Design	Electrical schematics	Simulation	HTML	CSS	JS

Work Experience

Change Engine - myNachiketa

Product Manager   April 2022 – Present

1. Built a bootstrapped startup using a first-principles approach, leading cross-functional teams of Developers, Designers, Marketing, and Content to launch innovative products and drive performance.
2. Conducted extensive user and market research, leveraging 1st and 3rd party data, GA, and Clarity for data-driven decisions while integrating continuous feedback from customers and stakeholders.
3. Developed multiple internal tools, streamlining operations and increasing output per employee by ~60%.
4. Applied design thinking methodologies for wireframing, UX/UI design, prototyping, and MVP development, launching successful products through Agile and Scrum frameworks using Jira and Trello.
5. Managed high-performance advertising campaigns across Meta, Google, LinkedIn, and Amazon, achieving a ROAS of 5.0 and increasing revenue by ~85%.
6. Optimized offline marketing efforts, driving a below-the-line cost per lead (CPL) of ₹8.0 for events with 25,000+ enthusiastic participants.

Education

B. Tech: Electrical and Electronics Engineering

Jawaharlal Nehru Technological University Hyderabad   Jul 2018 - Jul 2022

1. Elected as student representative of Research and Development Department in2021 - 2022.
2. Member of Research and Development Department.

Accomplishments

Winner of Telangana Assistive Technology Submit 2.0

TSIC - Government of Telangana   January 2022

Aviation: 200 hours of flight simulation training on a Cessna 172.

Reference

Shailendra Nath Jha
Co-founder, Change Engine.
Product leader, ex-MMT, Spinny, ISB alum.
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Anubhav Misha
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