

Aakash Abrol

Jammu, India | +919086052682 | abrol.akash@rediffmail.com | www.linkedin.com/in/aakash-abrol-876790a1 |

PROFESSIONAL SUMMARY

Seasoned Product Manager with 11+ years of experience in driving product development, feature enhancements, and data analysis. Proven ability to translate business objectives into actionable technical requirements, ensuring efficient and effective solutions. Skilled in identifying user needs, defining product constructs, and managing stakeholder expectations.

TECHNICAL SKILLS

Languages : SQL (MS-SQL, MySQL)

API Tools : Git, Postman

Data Analysis Tools : Metabase, Holistics, Google Analytics, Clevertap, Hotjar, Advance Excel, Data Modeling, Power BI

Others : Agile (Scrum/Kanban), Jira, Stakeholder Management, Microservices, Product Backlog Management, API design, UI Mockup

EXPERIENCE

Product Manager | Qoala Technologies

January 2022 – October 2023

- Spearheaded the development and implementation of an innovative Insurance platform, streamlining cross-country product deployment and accelerating time-to-market by 90%.
- Managed end-to-end payment services across multiple countries (South East Asia), optimizing payment flows and integrating payment gateways for various business units, resulting in a 50% decrease in payment issues.
- Led the redesign of the purchase journey, resulting in a 20% increase in purchase conversion rates.
- Monitored product adoption and usage metrics using Clevertap analytics, increasing conversion rates from 6% to 14%.
- Led API/Non-API integration with 9 key partners in the B2C app ecosystem, resulting in an 8X increase in Gross Written Premium growth.
- Monitored and analyzed product performance metrics, leveraging data-driven insights to inform product enhancements and optimizations, leading to a 15% increase in user acquisition.
- Managed the entire product lifecycle from ideation to launch, prioritizing feature backlogs, including customer onboarding flow and customer needs. (Platform to onboard digital products).
- Assisted in interpreting and defining a compelling product vision and strategy aligned with business goals.
- Worked closely with external partner teams, business teams, and other cross-functional teams to drive project success.
- Identified user needs through extensive research and analysis, translating them into well-defined product constructs and user journeys.

Associate Product Manager | Aviabird Technologies

June 2021 – January 2022

- Led API integration efforts of digital products that resulted in a 30% increase in app traffic and a 15% decrease in bounce rates.
- Managed and coordinated project timelines, milestones, and deliverables, ensuring timely and efficient execution.
- Analyzed user data, conducted A/B testing, and gathered insights to optimize product features and user experience, resulting in a 10% increase in conversion rates.
- Acted as the primary point of contact within the team, facilitating effective communication and collaboration across all stakeholders.
- Worked with UI/UX teams to identify and understand user problems ensuring product design aligns with user needs.
- Conducted rigorous User Acceptance Testing (UAT) and Production Verification Testing (PVT) to ensure successful deployment.

Business Analyst | Idea Cellular Ltd

March 2011 – April 2020

- Provided input for project estimations based on business requirements, contributing to accurate planning and resource allocation.
- Created dashboards and presentations that improved decision-making, resulting in a 3% reduction in operational costs. **2.2 times increase in monthly revenue.**
- Defined success criteria for the product, including usage targets and satisfaction points, and collaborated with finance to establish budget estimates and revenue goals. **\$10,000 yearly cost saving.**
- Developed and managed product budgets, forecasts, and pricing strategies, optimizing financial performance and profitability.
- Skilled in developing compelling business cases and roadmaps for new features and products, aligning with market trends and customer needs and a **5% increase in annual revenue.**

EDUCATION

Symbiosis Centre for Distance Learning

Masters in Business Administration | CGPA : 7.0

May 2015 – August 2017

Indira Gandhi National Open University

Bachelors in Computer Applications | CGPA : 6.2

June 2006 – July 2009

AWARDS AND CERTIFICATIONS

Team Excellence Award | Idea Cellular Ltd

April 2016

Team Excellence Award | Idea Cellular Ltd

May 2017

Product Management Basic Certification | Pendo

December 2023

AI for Product Management | Google Cloud

January 2024