# Param Rawal

Product Manager

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## Professional Experience

### Associate Product Manager [Jan'22 – Present]

SaffronStays (Online marketplace for luxury vacation rentals across India.) — Remote

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| Achievements | - Led the ideation and development of a new booking portal ( Saffronstays 3.0 ) that **reduced our average booking time by 67%** and **increased MAU by 141%**. Within the first 8 months of launch, the portal generated an impressive **revenue of USD 1.4M+**, which gave a major boost to our YoY growth.<br>- Achieved a **32% increase in booking conversion** rate by automating multi-channel, personalized user engagement journeys using tools like CleverTap and Vonage.<br>- Conceptualized and gamified a **micro-SaaS** for universal lead management that improved our lead quality by **36%** and drastically reduced idle time for our sales and FCR teams. |
| Responsibilities | - Product Manager for SaffronStays 3.0, a responsive luxury villa booking portal. Responsible for feature prioritisation, design thinking engagements, API documentation, testing, and end-to-end strategy for the portal to provide a seamless booking experience.<br>- Accountable for building customized **client engagement and retention strategies** and setting up multi-channel **marketing automation flows**.<br>- Automating everyday mundane tasks for sales and the FCR department to increase productivity.<br>- Managed 3 cross-functional **remote teams** with 12+ members across design (UI/UX), backend (Node.Js, Golang) and frontend (React).<br>- Established quarterly OKRs & roadmap by working collaboratively with stakeholders. |

### Research Analyst [June'21-Dec'21]

Deloitte US-India (Largest professional services firm in the world.) — Remote

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| Achievements | - **Expedited Sanofi's second phase of clinical trials by 20%** through analysis of sensitive medical data and providing critical insights for informed decision-making.<br>- Automated an entire manual data entry process using **Python** and **Selenium**, which enhanced efficiency and productivity while **saving 64+ work hours per week** for the entire team.<br>- Identified gaps and improved the analytics dashboard to deliver critical insights in accordance with client needs, and set up **automation frameworks for testing** accuracy. |
| Responsibilities | - Analyze and create data models to provide decision-making insights for offshore clients.<br>- Ensure the analytics dashboard is at par with client needs and adheres to data protection regulations.<br>- Responsible for client dashboard testing and documenting detailed Jira tickets for the dev team. |

### Co-Founder / Developer [Dec'16 – Jan'18]

Fally (Health app which could suggest recipes and diet according to your ailments and diet preferences.) — Mumbai, India

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| Achievements | - Got incubated by India's first Bio-Incubation center Bio-Riidl. Received seed funding within a month of product launch. Helped more than **700+** diabetic patients in their recovery journey.<br>- Awarded as the **best health-tech start-up** by investor Ajeet Khurana hosted by Barclay's. |

## Internship

**T.H.H E-Commerce Store** (Developer / Project Lead)          (Remote) Mumbai, India [Jan- June 2021]
- Developed an e-commerce store for a fashion and lifestyle brand, thehalalheads.in.
- Managed to get **25k+ orders** and 150k+ portal visits in a month. Automated the entire shipping and payment process.

**Skynet Secure Solutions** (Project Lead)          (Remote) Mumbai, India [May-Aug 2020]
- Designed and led the development of an Android spyware detection app for the Mumbai police department.
- Led a team of 5 (3 developers and 2 security analysts) to build a system that could scan in under 30 seconds.

## Education

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| 2021 | BSc in Information Technology | Usha Pravin Gandhi College (Mumbai University) | **8.7/10** |
| 2019 | Computer Science Engineering (Diploma) | Shri Bhagubhai Mafatlal Polytechnic | **8.40/10** |

## Skills

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| **Product** | Agile/Scrum, Market Research, Business Development, Product and Prioritization, Data Analytics, UX Research, Stakeholder Management, Marketing Automation. |
| **Technical** | SQL, Postman, Python(basics), Git, AWS, Jira, Google Analytics, CleverTap, Vonage, Landbot, Notion, Figma, API Documentation. |