

# Dhruv Tanwar

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## EDUCATION

### Delhi University

Delhi

BMS (Specialization in Marketing) **CGPA: 7.4**

Graduation Date: June 2019

- Organizations: Enactus, Entrepreneurship Development Club (EDC), Futsal Club
- Internships: Web Assets (SM Account Management Intern), Smile Foundation (Content Marketing Intern)

## WORK EXPERIENCE

### Flexing It

Delhi

Product Manager

April 2022 – Present

- Building gig-economy marketplace products to help consultants and Fortune 100s connect and contract projects independently. Contributions focus on **UX enablement** and a proprietary **matching algorithm** for supply/demand search, among others.
- **User Activation:** Build seamless and delightful activation journeys for users (both consultants and clients) to use the product in a relevant way quickly.
- Manage **Product Backlogs** - prioritizing and negotiating, clarifying requirements, defining **MVPs**, developing roadmaps.
- Platform engagement & retention using key metrics and KPIs such as **Churn rate**, **platform registration rate**, **DAU** (Daily Active Users), etc.

### [Career Break - Volunteering Work]

#### Isha Yoga Center

Coimbatore, TN

Volunteer

August 2021 – March 2022

- I was a resident volunteer at Isha Yoga Center, Coimbatore, as part of a 7-month intensive program. As part of the program, the participants had to spend their time adhering to a carefully-crafted and rigorous schedule of yoga, meditation and volunteering.
- I have an episode in my podcast series, Learn Unlearn, where I've talked about this whole thing in much more detail. (Episode linked [here](#))

### Flexing It

Delhi

Associate Product Manager

October 2020 - July 2021

- Collaborate with the UI-UX team on a thorough **user journey mapping** for various personas and use-cases, in order to understand user needs and pain points in a greater depth.
- Partner with cross-functional teams (tech, marketing, operations, and design) to research user needs, analyze data, and develop scalable product features.
- Conduct in-depth platform **benchmarking** for our newly-adopted SaaS solution for heavy-use **enterprises**.
- Ideate and manage new features and upgrades, along with the tech team, and assess performance of features, and product changes.

### Flexing It

Delhi

Product Marketing Associate

May 2019 – September 2020

- Handled the digital marketing strategies, which include Lead Generation (through **Hubspot**), PPC (with custom landing pages - **Unbounce**), email marketing (Inmails on **LinkedIn**), and conversion metrics (through **Google Analytics & Google Studios** dashboards).
- Helped transition the entire digital marketing efforts in-house. Revitalized the supply side by increasing professional **conversions** by **33%** at a lowered cost of acquisition by **20%** on Google Display Network.
- Assisted in the firm's business development initiatives of targeting recurring and new clients by undertaking **primary research**, **competitor analysis**, driving collaborations.
- Refined the company outreach strategy based on data on usage patterns, success rates for different types of roles and organizations etc.

## LEADERSHIP EXPERIENCE

### Enactus - DDUC Chapter

Delhi

General Secretary

April 2017 – April 2019

- Shaped intelligent business projects for the benefits of society, ultimately generating employment for the **socially** and **economically-affected** women communities in Delhi..
- Headed **Project Arij-** through which we imparted basic skills about producing incense sticks to an underprivileged community of women & providing them direct employment through our sales channels.

**Bombay Masked e-Fiddler***Music Manager***Delhi***March 2017 – January 2019*

- Managed event and gig leads for an artist with a unique genre of electronica fused with classic violin.

**SKILLS, TOOLS & INTERESTS**

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**Skills:** Product Management | Product Design | UX Research | SaaS**Tools:** Microsoft Office (Excel, PowerPoint) | Figma | Jira | Google Analytics | Trello | Balsamiq**Interests:** User journeys & Wireframing, Design systems, Podcasting, Football, Trekking

[\[Link\]](#) to my podcast, **Learn Unlearn** - Tune in to listen to me talk about my ideas and thoughts about the process of learning (and unlearning) and the people who have impacted me deeply as well as their principles about life.]