



Tharun M



-**Performance-driven** competent Product Manager with a strong appetite to build **customer-centric products** using **tech, business strategy** and **psychology**.

-Start-up enthusiast, immense interest in building **0 to 1 products**.

Contact

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Product Portfolio



Expertise

- Product Strategy
- A/B Testing
- Product Roadmap
- Prioritization
- Root cause analysis
- Metrics/KPIs dashboard
- Effective communication
- Stakeholder management

Tools

- JIRA
- Notion
- Figma
- Basic SQL
- MS Office
- Whimsical

Education

2017-2021
B.E. Mechanical Engineering
Sri Ramakrishna Engineering College
CGPA 7.7

Certifications

Product Management - Upraised
(Joined the **August Cohort** of CAP)

Digital Unlocked - Google
(*Fundamentals of Digital Marketing*)

Cambridge Assessment English
(*Business English Vantage Level*)

Interests

Fitness enthusiast
(Promoter of Physical and Mental health on social media)

Adventure
(Solo Trekker, Adrenaline junkie and Explorer.)

Professional Experience

- Upraised** Aug 2022 - Dec 2022
CAP fellowship programme- Product Management
 - Joined the Career Accelerator Program for **Product Management**, a 16-week program to become job ready in the Product domain.
 - Worked on a PRD in the **Fintech Space** for building a 0 to 1 product that makes **Personal finance easy, simple** and hassle-free.
 - Worked on a PRD in the **Foodtech Space** to increase awareness about **Swiggy One membership** and improve adoption.
- Frigate.ai** Oct 2022 - Dec 2022
Associate Product Manager
 - Developed and implemented a successful **product roadmap** for **B2B SaaS** product. To be used by 350+ vendors across the globe.
 - Created and maintained detailed **product documentation**, including **requirements, specifications, and user manuals**.
 - Laid out a **detailed PRD** that improved internal procurement team's workflow **efficiency by 90%**. Saved 500+ minutes/week per project.
 - Revamped the website to **improve the SEO score by 50%**.
- Madara Corporation** Oct 2021 - Apr 2022
Managing Partner
 - Locally **procured**, sourced and **exported fresh agro products** (Coconuts, groundnuts, Spices) to the **Middle east**.
 - Achieved **Rs. 1.25Cr+ revenue** in the first 5 months of operations.
 - Optimized the supply chain, cut out the middlemen and emerged as winners in the agro marketplace.
- Self employed** Jul 2021 - Aug 2022
Content Writer and Marketer
 - Increased **page views** to websites for brands (**RapitPro**) by 23%(3000+) and startups (**KoKonut**) by 30% (2000+)
 - Presented sales copies for B2B brands that saw over a **30% client conversion rate (Success Roadlines)**.
 - Achieved **40% ROI** for clients on **marketing campaigns** (MD Musiq)
- Rentella** Jan 2019 - Apr 2020
Co-Founder
 - Solved a high-impact problem that enabled equal access to resources for **4500+ students** on the college campus
 - Conducted **market research (qualitative and quantitative)** to identify industry trends for **product growth and innovation**.
 - Planned the **acquisition & monetization** strategy which resulted in **400+ user signups** after the v1 release.
 - Tracked essential **KPIs- # of orders fulfilled** through the platform. Accounted for **120+ unique transactions per month**.

Accomplishments

Shark Tank Season 1 - Finalist
Pitched a solution to the less availability of **parking spaces**. Designed a **decentralized car park** in the commercial hotspots of the city that enables parking for all.