

PROFILE

Product manager with diverse experience and a background in UI/UX. Experience in working in an efficiency-driven fast-paced environment collaborating with cross-functional teams and driving product development from scratch to scale.

PROFESSIONAL EXPERIENCE

Product Manager, BlockAudit [↗](#)

01/2022 – Present | Dubai, UAE (Remote)

Web3 Cybersecurity & Audit Company

- Headed the design and development process for the company website resulting in a **50% increase in lead generation**.
- Established productivity frameworks collaborating with senior management using Notion, resulting in companywide **efficiency** increasing by **100%**.
- Overhauled the Smart-Contract Audit process by standardizing input activities, **reducing** the time to generate reports by **70%**.
- Spearheaded **product design** for a one-of-a-kind on-chain monitoring tool by performing intensive market research, conducting user interviews, and relevant stakeholder management.

Product Management Fellow,

Upraised (Career Accelerator Program)

08/2022 – 12/2022

- Created a PRD on "**Increasing course completions**" for *Udemy.com* [↗](#)
- Created a PRD on "**Increasing Project opportunities for new freelancers**" for *Upwork.com* [↗](#)

Co-Founder, Celer Media

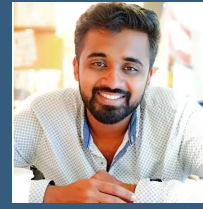
06/2019 – 01/2022 | Bhopal, India

Digital Marketing Agency

- Worked with **100+ clients**, implementing digital marketing strategies with an average increase in **revenue** of **50%**.
- Administered optimisation of **PPC campaigns** for clients on platforms like Facebook and Google generating **100Mn+** impressions with an average reduction of **30%** in **CPM**.
- Trained and mentored a team of 7 employees on social media management, resulting in a **doubling** of daily task completions.
- Oversaw design, development and strategy for **10+** online-first **E-Commerce** brands resulting in 150% Year-on-Year growth.

Hitanshu Shrivastava

Product Manager



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📍 Bhopal, MP

in linkedin.com/in/hitanshu714

📁 Product Portfolio

📁 Design Portfolio

SKILLS

Figma/Sketch

UI/UX Design, Wireframing, Prototyping

SQL, Tableau

Data Management, Analysis

Python/C++

Development

CERTIFICATES

Complete Design Course: UI/UX,

Figma +more [↗](#)

Zero To Mastery Academy

Fundamentals of Digital Marketing

Google

EDUCATION

Product Management Fellow,

Upraised

08/2022 – 12/2022

Bachelor's in Engineering (Civil),

UIT, Barkatullah University

2015 – 2019 | Bhopal, India