

Akash Rawat

Product Manager

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SUMMARY

I am a results-driven Product Manager with a passion for achieving excellence. My journey in the field of product management began as a self-taught enthusiast, and it has evolved into a dedicated and seasoned professional. With a diverse background in Software Development, Digital Marketing, Design services, and FinTech and EduTech I've honed my skills and gained valuable insights into what makes technical product thrive.

Education

2018 – 2022 **B.Tech CSE**, *Institute of Engineering and Technology*
Ayodhya UP, India

Experience

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| Oct 2024 – present
Contract, New Delhi | Mahatta Multimedia , <i>Product Manager</i> <ul style="list-style-type: none">• We build innovative products from scratch, revolutionizing the media production industry with StudioIP. StudioIP is India's first AI SaaS-based platform connecting enterprises with top creative talent, streamlining the production industry process through cutting-edge technology.• Conducted extensive Market Research and Competitive Analysis to drive strategic planning and forecasting for product innovation.• Managed end-to-end Product Lifecycle, ensuring timely delivery through effective Product Development & Management and Performance Tracking.• Fostered continuous improvement with a Creative Problem Solving approach, optimizing workflows and enhancing product outcomes. |
| Jun 2023 – Sep 2024
Lajpat Nagar, New Delhi | Infinite Group , <i>Project Coordinator</i> <ul style="list-style-type: none">• We build innovative products from scratch, revolutionizing the education financing sector with ELG. ELG is a fintech platform for abroad students, we address challenges related to abroad education loans by leveraging cutting-edge technology. |

- Conducted in-depth Market Research and Competitive Analysis, to inform data-driven decisions for innovative product strategic planning and forecasting within Product Management software.
- Led end-to-end Product Lifecycle, ensuring on-time delivery and fostering continuous improvement through Creative Problem Solving Approach.
- Managed daily operations, enhancing collaboration with multiple banking partners through exceptional communication while maintaining comprehensive documentation to Supporting both the IT and Marketing teams.

Core Skills

- Product Management Software
- Design & Wireframing Software
- AI Prompt Engineering
- Product Analytics Software
- Adobe Creative suite

Soft Skills

- Market Research & Competitive Analysis
- Strategic Planning & Forecasting
- Adaptability & Continuous Learning
- Leadership & Collaboration
- Global Client Development & Management
- Project Technical Skills
- Innovative Problem-Solving Approach
- Exceptional Communication

Publications

09 Sep 2022

Pong Game Using AI, *International Journal of Scientific and Research Publications*
<http://dx.doi.org/10.29322/IJSRP.12.09.2022.p12939>

Interests

- UI/UX Designing
- Personal Branding Creation

Languages

- English
- Hindi