

Shagun Tiwari

Product Manager | Strategy & Innovation

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Portfolio

Professional Summary

- Data-driven product professional with expertise in analytics, user journey mapping, and PRD creation.
- Experienced in defining KPIs, building dashboards, and translating insights into roadmap decisions.
- Proven ability to prototype AI solutions that validate feasibility and showcase product vision.
- Delivered measurable improvements in adoption, retention, and efficiency across enterprise products.

Work Experience

Product Manager – CloudHire

01/2026 - Present

- AI-Native ATS & Automation:** Built an AI-driven ATS with resume scoring, AI interviews, JD matching, and auto-apply workflows; automated end-to-end hiring processes to reduce manual effort.
- Matching Intelligence & Signal Layer:** Designed a signal layer across resumes, JDs, and recruiter interactions to improve matching accuracy and hiring insights.
- AI Evaluation & Reliability:** Developed evaluation frameworks (ATS vs AI, consistency checks, feedback loops) to enhance scoring accuracy and reliability.
- Platform & Data Systems:** Built internal tools (dashboards, search, integrations) and implemented analytics + monetization systems (Mixpanel funnels, structured data, credit-based pricing) to drive operations and revenue.

Associate Product Manager – Dice (Part of Zagggle)

02/2024 - 01/2026

- Product Innovation:** Defined KPIs and conducted funnel analysis to redesign Vendor (P2P) and Expense (T&E) modules, boosting adoption by 20%, enhancing usability, and improving user retention by 15%.
- Product Analytics:** Built analytics on API consumption and sprint velocity using Excel, providing insights that guided pricing negotiations, feature prioritization, and capacity planning.
- Innovation & Prototyping:** Conceptualized and developed an AI-based Travel prototype using Lovable, defining user flows and features to demonstrate product vision, validate feasibility, and align stakeholders.
- Cross-Functional Collaboration:** Partnered with engineering and QA teams to ensure tracking accuracy and reliability, reducing post-release issues and client downtime by 25%, while streamlining release processes.
- Competitor & Market Research:** Conducted benchmarking of leading T&E and P2P solutions, identifying feature gaps and opportunities that informed roadmap prioritization and improved competitive positioning.
- Product Documentation & Experiments:** Created detailed PRDs, user journey maps, and pilot experiments, identifying usability gaps and improving deployment efficiency by 30% through data-backed roadmap decisions.

Product Management Intern | Enkash

09/2023 - 02/2024

- Increased marketing traction and visitor count by 81.5% in 7 weeks by implementing targeted SEO and content strategies in a two-person team.
- Analyzed user behavior and customer insights using Google Analytics and Mixpanel, identifying growth opportunities to improve ROI by 25%.
- Led a content marketing strategy that boosted organic website traffic by 40%, driving brand visibility and engagement.
- Streamlined product development by aligning cross-functional teams and prioritizing features, reducing time to market by 30% through agile workflows.

Product Management Intern | NoBroker

12/2022 - 02/2023

- Earned recognition from the product management team for exceptional collaboration and contribution to key product deliverables during the internship.
- Collaborated with the QA team to resolve 4 critical defects and 10 bugs, enhancing system performance and reliability.
- Developed user stories, wireframes, and mockups to communicate PRDs effectively and align cross-functional teams on product objectives.

Education

B.Tech in Computer Science and Business System | Bharati Vidyapeeth (Deemed to be University)

Nov 2020 to May 2024 | Pune, MH, India

Grade: 9.8 CGPA

- Final Year Project:** An AI-based Women Centric Commerce Platform for Domestic Artery Craft (Patent Filed).

Skills

- Product Management:** Product Strategy, Go-to-Market Strategy, Product Roadmap Development, Product Lifecycle Management, Cross-functional Team Leadership, Stakeholder Management, Business Requirement Gathering, KPIs & Metrics Tracking
- Design Ideation:** UI/UX, Product Wire-framing & Mockups, Customer Feedback Analysis, Prototyping & Interaction
- Methodologies:** Agile & Scrum, Sprint Planning & Execution, Data Analysis & Reporting, A/B Testing, Kanban

Certification

Product Management Fellowship by NextLeap | 2024/07/20

- Gained product strategy expertise, learned agile methodology and worked on industrial case studies.

Google User Experience Design by Coursera | 2024/09/28

- A comprehensive course on Design Thinking & UX design principles and practices.

Tools

- Figma, Loveable, Emergent, Balsamiq, Visily, Google & MS Office Suite
- Trello, Jira, Notion, Confluence, Mixpanel, Google - Analytics

Achievements

- Recipient of the prestigious ONGC Scholarship for exceptional academic performance in 10+2.
- Awarded Twilio SIGNAL Scholarship for innovative ideation after multiple competitive rounds.
- Ranked in the Top 1% in Insurjo'24, excelling in challenges during The Product Folk's annual product boot camp.