

Ahammad Gazali

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Results-driven Product Manager with 7+ years of experience boosting revenue and user engagement through innovative product strategies. Proven in delivering scalable solutions, leading cross-functional teams to optimize product life cycles. Skilled in turning complex business needs into actionable roadmaps. I'm eager to apply my expertise in product vision, design, and development to drive growth and innovation at a forward-thinking company.

SKILLS

Product Skills: Product Strategy, Vision and Backlog, Market Research, Competitive Analysis, Feature Prioritization, GTM, Agile, User Experience, User Interface, A/B Testing, Stakeholder Management, Requirement Gathering, Product Metrics and KPIs, Market trends, Turning high-level visions into actionable plans, SEO, ChatGPT and Generative AI.

Design & Data Tools: Balsamiq, Figma, Creately, Lucid Charts, Google Analytics, Search Console, Mixpanel, Clevertap, Semrush, Ahrefs, WordPress, WooCommerce, Shopify, LSQ

Project Management Skills: JIRA, Confluence, Trello, Identifying and escalating project risks, Strong leadership and teamwork skills, Managing multiple projects, Excellent communicator.

WORK EXPERIENCE

Product Manager (Growth & Acquisition) **Dec 2021 - Present**
Hyderabad

upGrad

- Implemented chatbot across platforms, boosting revenue by ₹40 lakhs.
- Overhauled referral system, increasing volume by 10% and payment ratio by 2%.
- Revamped website with SEO and UX improvements, enhancing traffic and V2L by 35% and L2P by 40%.
- Streamlined CMS, cutting development and Content team time by 50%.
- Revamped login/sign-up processes, improving lead qualification by 15% and enhancing user experience.
- Integrated Clevertap for data insights, driving strategic decisions that boosted conversion rates by 8%.
- Resolved engineering roadblocks, achieving 92% on-time feature delivery.
- Monitored competition and market trends, ensuring product relevance and a 12% improvement in market positioning.

Business & Integration Arch Sr Analyst (Learning Management System) **Jul 2021 - Dec 2021**
Hyderabad

Accenture

- Addressed and resolved customer issues through analysis and solution implementation, reducing customer complaints by 30%.
- Created user stories with clear business value and acceptance criteria, leading to a 20% improvement in sprint efficiency.
- Facilitated requirement understanding and estimation during sprint planning sessions, improving team commitment accuracy by 15%.

Product Manager (Learning Experience Platform (E2E)) **Mar 2020 - Jun 2021**
Hyderabad

upGrad KnowledgeHut

- Led mobile development for Customer facing modules, increasing user engagement by 20%.
- Implemented an AI-powered recommendation engine in the LMS, increasing learner engagement by 20%.
- Addressed vendor pain points, delivering solutions that resulted in a 25% satisfaction increase.
- Developed an Assessment Engine as a SaaS tool with proctoring, boosting client retention by 40%.
- Enhanced customer feedback experience and UX, increasing DAU by 20%.
- Created detailed user documentation and help articles, reducing support tickets by 18%.

Business Analyst (Purchase, Learning Management Systems, Customer Success Platform) **Nov 2016 - Feb 2020**
Hyderabad

Vengai Software Solutions

- Collaborated with stakeholders to define and analyze business requirements, separating them into high- and low-level requirements with a 98% sign-off rate.
- Evaluated business goals and supported business cases, contributing to a 10% increase in project ROI.
- Determined project scope with business and tech teams, ensuring timely delivery and reducing scope creep by 20%.
- Ensured successful production releases and identified quality improvement opportunities, achieving a 92% on-time delivery rate.
- Created mock-ups with Balsamiq, improving UI clarity and conducting UAT with a 95% success rate.
- Supported setup, testing, and functionality verification, reducing post-release issues by 30%.

EDUCATION

B. Tech. in Mechanical Engineering **Aug 2012 - May 2016**
GPA: 79%
JNTUH

HSC in MPC **Jun 2010 - May 2012**
GPA: 92%
Sri Chaitanya Jr College

SSC **Jun 2009 - May 2010**
GPA: 90%
Sri Vani High School

CERTIFICATIONS

SAFe® 6.0 Product Owner/Product Manager Certification
Google Digital Marketing & E-commerce Professional Certificate
AI Product Management Specialization – Duke University (Coursera)