

MUKARAM

PRODUCT ASSOCIATE

EDUCATION

- **SAMHITHA ENGLISH SCHOOL** | KARNATAKA UNIVERSITY | STATE BOARD | 2011
- **CARMEL PRE-UNIVERSITY COLLEGE** | KARNATAKA UNIVERSITY | CSE BRANCH | 2013
- **SESHADRIPURAM COLLEGE** | BANGALORE UNIVERSITY | BBM | 2016
- **BHARATIYA VIDYA BHAVANS M.P BIRLA INSTITUTE OF MANAGEMENT** | MBA | BANGALORE UNIVERSITY | 2018

CERTIFICATIONS

- PRODUCT MANAGEMENT (COLE MERCER & EVAN KIMBRELL)
- SUPPLY CHAIN AND LOGISTICS MANAGEMENT (FLIPKART.COM)
- ADVANCED EXCEL (NIIT)
- M S OFFICE
- LINKEDIN LEAD GENERATION AND SALES NAVIGATION (PATRICK DANG)

CONTACT INFORMATION

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THANK YOU

CAREER SUMMARY

SELLER HELP

PRODUCT ASSOCIATE - 12/10/2018-PRESENT

Kaawish.in

- Developed a product vision and strategy for e commerce apparel men's wear product
- Created product personas for various category of products in men's wear.
- Built a product road map through estimations and velocity.
- Recommended a strategic initiatives for new launched design and categories of product.

Hallisanthe.com

- Designed initial wireframes for Hallisanthe website using popapp.in
- Contributed to the development of design system.
- wrote detailed user stories for engineering team through the customer feedback using JIRA software.
- Identified metrics through monthly active users from backend of website and through instagram and facebook reviews
- Ads classified website built from scratch having 200 active users and 20 ads per month.

Account Management

- Managed accounts worth turnover of 1 crore per month (Flipkart client)
- Selected to train 3 new interns on the basis of my stellar record
- Increased business volume by 150% by implementing new keywords in advertisement in flipkart
- Exceeded 2019 sales target by 47%
- Implemented marketing initiatives boosting revenue by 47%