

Portfolio:
linktr.ee/navneetaa

Rakesh Kumar

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EMPLOYMENT

Business Consultant

Kellton Tech

Feb 2022 - Present

- Defined product requirement for a gaming application and worked with design team to finalize design requirements; Ideated and created pre-sales lead management template for sales team.
- Product owner of a project for the US client which required redesign of the newsletter for 2000 members and launch a new personalized platform for selected members.
- Collaborated with cross functional team to prepare product requirement documents and complete wireframing design for two international projects in the domain of property management and task automation.
- Created query resolution framework which reduced dev. time by 14%; proposed a client analysis metric which helped identify client's financial health.

Web Content Writer

SportsFlu

July 2017 - May 2021

- Produced 45 articles and edited 64 articles; Improved average article click rate by 21% using the engaging headline, SEO and relevant keyword research.
- Improved Facebook community engagement by creating engaging posts, effective content distribution and analytics resulting in a 22% increase in the average readership.
- Directed a Short film For PSBT while independently producing & directing 175 Videos episodes for the Open-End Slides channel on YouTube.

Engineer Trainee

Mahavir Spinfab

Nov 2014 – Dec 2016

- Solved engineering resource deficit by redesigning the response system, stakeholder integration, and inventory management; on-time resource fulfilment improved by 25%, and fault response time decreased by 52%.
- Executed Implementation of three key projects by developing cross-functional relationships with stakeholders; assisted in technical documentation and reporting of engineering project deliverables in key production and marketing meetings.

Skills and Software

Cross team Collaboration, Product Strategy & Roadmap Planning, Prioritization, Agile Product Development, Product Requirements Document (PRD), Wire-framing, User Journey Mapping, Client engagement
Tools – Figma, Lucid chart, JIRA, Draw.io, Amplitude, Google Analytics, Microsoft office Suite, G-Suite

EDUCATION

Jodhpur

JECRC

July 2010 - May 2014

- B.Tech. ECE. CGPA: 7.7/10
- Main coursework: Digital Communication, MATLAB, Artificial Intelligence, Electronic Design Automation.

MAJOR PROJECT

- [JobSearchSaathi](#)—A personalized Dashboard to track all your job applications.
- [FamLink](#)—Reimagination of how people use WhatsApp based Family Groups.
- Product Portfolio—Collection of [26 Product decks](#) prepared as part of product challenges and job applications.