

AARYA TIWARI

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EDUCATION

Birla Institute of Technology and Science, Pilani
(B.Pharm.) Bachelors of Pharmacy & Finance Minor

Aug 2019 – May 2023
Pilani, India

EXPERIENCE

Associate Product Manager

Jun 2023 – Present

OSMOS, OnlineSales.ai

Pune, India

- Spearhead end-to-end development of revamped Billing, new dashboards, AI Suggestions framework, Communications module achieving avg. **30% adoption** & driving **\$1.7 Mn** in projected ARR growth.
- **0-to-1 Product Development:** Launched 2 new channels of product and new ad formats by driving PRDs, A/B testing, UX flows, SDK/web delivery and backend API scoping and partner integrations.
- Cut onboarding cost by **\$3.6K/client** via rendering **SDKs** supporting 15+ formats and scalable integrations.
- Craft **data-driven feature concepts** aligned with the product roadmap and VoC insights, leading solutioning and **PRD drafting** to address key user use cases for client-delight.
- **Presales & Client-Onboarding:** Driving pre-sales product pitch calls, leading client onboarding processes, customization, and training, reducing time-to-value for client delight backlog management.
- Collaborated with Engineering to craft release notes, owned **adoption KPIs** and cross-functional alignment.
- Owned **agile sprint grooming** & **GTM readiness**, aligning across eng/marketing; cut iteration by 25%.

Market Risk Analyst - Intern

Jul 2022 – Dec 2022

Credit Suisse

Mumbai, India

- **Risk Reporting:** Prepared and analyzed 4+ high-impact risk reports, identifying significant credit spread moves in P&L and providing commentaries on critical strategic decisions to stakeholders.
- **Automation & Efficiency Improvement:** Streamlined reporting workflows cutting manual overheads.
- **Scenario Analysis & Stress Testing** Mitigated over **\$3.5K** losses via data-driven trade insights.

PROJECTS

Investomart - New Product Pitch for Personal Finances

Nov 2022 – Dec 2022

- Pitched an idea to manage & grow individual's **investment journey** with trusted **personalised one-stop** solution.
- Analyzed **user stories**, pinpointed **pain points**, suggested solutions, measured **success metrics**, & evaluated risks.
- Conducted market sizing & competitive analysis to identify white space, validate opportunity, and shape MVP roadmap.

Zoho Drive - Product Lifecycle Analysis

Feb 2023 – Feb 2023

- Outlined **use cases**, wrote **functional spec** for new Zoho feature, catering to diverse **user stories**.
- Developed **wireframe** & prepared an equipped **GTM for sales**, new & existing clients with pricing options.
- Developed **retention strategy** in existing users & outlined **key metrics** for **tracking adoption progress**.

RELEVANT SKILLS

- **Product Skills:** Product Strategy, Product Roadmapping, Data-Driven Decision Making, User Research, Wireframing, PRD Development, Market Analysis
- **Technical Skills / Frameworks:** Python, SQL, APIs/Webhooks, JavaScript, SDKs, html/css, Appscript
- **Collaboration Tools:** Postman, Figma, Git, Notion/Jira/Asana, Excel/G-sheets, Mixpanel/Pendo, IBM Cognos, Tableau, Jupyter, Metabase, Google Analytics 4

POSITIONS OF RESPONSIBILITY

Coordinator - Dance Club, BITS Pilani

Dec 2022 – May 2023

- **Leading** team of **45+ members** to make a **high-quality semester production** (Performances & Video).
- Giving **training in various styles** by conducting regular sessions and **managing** each member's progress.

CERTIFICATION

- Agile Scrum Master Training - Simplilearn
- PM Nanodgree, Udacity
- Google Project Management - Coursera
- IBM Data Analyst Professional Certificate - Coursera
- Python Programming — Coding Ninjas
- Applied Machine Learning in Python, Coursera