



Nimish Goyal

E-Mail: x26nimishg@iima.ac.in Mobile: +91 9888891635 LinkedIn: <https://www.linkedin.com/in/nimish-goyal/>

Summary

Outcome-driven product manager with 7.5 years in consumer tech and e-commerce. Proven in owning growth, acquisition funnels, and experimentation for products at 1M+ users. Adept at turning data and user insight into shipped, measurable outcomes at scale.

Professional Experience

Product Manager | Zupee | Gurgaon

- Drove a re-architecture of the website's APK-download flow to show users live download progress, lifting download-to-install conversion by 10%.
- Owning both the Zupee free Playstore app and the website, built end-to-end tracking that followed each user across both and into the main app - the funnel visibility that drove free-to-paid conversion from 12% to 48%.
- Designed a one-tap "instant play" entry that removed game and entry fee selection friction post signup, raising first-time paid play among new users from 75% to 91% over ~6 months of experimentation.
- Cut signup on the real-money app from 4 steps to 2 by reusing data users had already entered in the free app, lifting signup conversion by 3%.
- Conceptualised and launched the app's in-app coin (virtual-currency) system end to end - how coins are earned and spent, the coin packs users buy and the supporting changes across the app, architected it the way so that any local currency could plug in for a future global launch.

Associate Product Manager | Zupee | Gurgaon

- Led a ground-up redesign of the app's home screen for 1 million daily active users over ~3 months, improving new-game discovery, personalisation, and freshness.
- Led a platform team that built reusable home-screen tools - an in-app alerts board, picture-in-picture video - used by the games, CRM, and payments teams to reach and experiment on users without building their own.
- Led the migration of the app's attribution platform (Adjust to AppsFlyer) over ~3 months, working closely with marketing to move tracking for every organic and paid campaign with zero data issues reported by any team.

Product Manager | Talocity.ai | Gurgaon

- Redesigned the candidate and recruiter interfaces, drawing on competitor analysis and user interviews with ops and sales teams
- Designed new user flows and a proctoring feature to flag cheating in remote assessments.
- Wrote product specs and coordinated day-to-day execution between leadership and engineering

Co-founder and Director | BookThatStudio.com | Gurgaon

- BookThatStudio sourced vetted photographers and videographers for companies across India, focused on event and real-estate shoots. Built a 500+ photographer network across India through a repeatable sourcing method.
- Won and grew marquee clients - a central government ministry (CGEWHO) and a major real-estate developer (ATS Homekraft) that became a recurring account.
- Secured a INR 4 lakh equity-free grant under a Government of India startup scheme (TIDE 2.0), pitched through Venture Lab incubator and its investment committee.
- Generated a GMV of INR 9L+ over the financial year 2022-23 with 30% GM.
- Selected for Microsoft for Startups and NASSCOM 10,000 Startups.

Business Analyst | Tata 1mg | Gurgaon

- Led analytics for the launch of 1mg Rapid, working with Kolkata's on-ground operations and tech teams to lift on-time delivery from 50% to 95%+.
- Brought data visibility to "pushbacks" - orders a warehouse couldn't fulfil and bounced back - pinpointed the worst vendors and products, and drove pushbacks from 13% to 4%, which also cut split shipments.
- Reduced split shipments (one order arriving in multiple parcels) from 1.27 to 1.15 per order by isolating the products behind them and surfacing an order-allocation bug.
- Benchmarked intake and picking processes across seven warehouses, exposed efficiency gaps in the same process across sites, and drove standardization that improved picker efficiency by 12%.

Graduate Engineer Trainee | Reliance Industries Limited | Jamnagar

- Self-initiated a project identifying fuel retail short-delivery as a brand-positioning opportunity for RIL, and was sent to HO Mumbai to present it to corporate marketing leadership.
- Explore Captive power plant (CPP) operations and functioning, in addition to and optimization of heavy equipment like turbines, generators & boilers
- Selected as 1 of 3 teams from 25 to represent Reliance at the 28th Annual Awards for Outstanding Young Managers - the only team chosen from the 8 that contested the "Is India ready to go cashless?" topic.

Education

Bachelors in Technology – *Thapar Institute of Engineering and Technology, Patiala* | *India*

License & Certifications

- Software Product Management Specialisation – Coursera
- Supply Chain Management Specialisation – Coursera
- Business and Financial Modelling Specialisation – Coursera
- SQL – Udemy

Accomplishments

- Won Effi car 2016 - Won the Best Design Award for the team-fabricated electric passenger car in a national level competition.
- Automated Farming 2018 - As a team of 7, designed and fabricated an efficient farming technique and won the first prize.

Co/Extra-curricular

- Jagriti Yatra (Dec 2018 - Jan 2019) - A national odyssey traversed 8000+ km via train, 9 different states, 12 cities over a period of 15 days, meeting 450+ erudite enthusiasts from diverse backgrounds.
- Go Kart Design challenge (Jul 2017 - Feb 2018) - Captained go kart team for a national level competition. Ranked 27th out of 190 participating teams with 2nd best acceleration in the final line up.
- Teach for India - Volunteered for TFI online, to help students cover for the education loss happened due to covid over 2 3 months stints.