

Ekansh Agarwal

Manchester, United Kingdom | ekanshagarwal109@gmail.com | +447776772426 | [LinkedIn](#) | [Portfolio](#) |

PROFESSIONAL SUMMARY: Entrepreneur and manager with 8+ years of experience in founding, scaling, and managing businesses, including two restaurants. Skilled in identifying market opportunities, stakeholder management, and employing a customer centric approach to product development. Seeking to leverage entrepreneurial mindset and business acumen to drive product innovation and growth in a fast-paced tech-driven environment.

WORK EXPERIENCE

Product Manager Apprenticeship, Tech Fleet - Global Justice Ecology Project (GJEP). **Apr 2024 – Current, UK**

- User Research
 - Enhanced user satisfaction by 30% through iterative design and testing cycles, leading to a 25% reduction in usability issues.
- Creating MVP/ Prototyping
 - Teaming up with the designers to finalise UI and other visual elements, while iterating on wireframes based on user research findings, resulting in a 25% improvement in user satisfaction scores.
 - Led the creation and refinement of 5+ proto-personas and user stories, resulting in a 25% improvement in target user engagement and more precise targeting of features.
- Data and Insights
 - Collaborating with the strategy team to evaluate user engagement metrics and improve donation strategies, leading to a 20% increase in user engagement and subsequently, donation conversions.
 - Standardised project documentation across teams, creating a single source of truth that improved efficiency and saved over 100 hours through self-servicing access.

Product Management Portfolio Project, CareerFoundry **Jan 2024 – April 2024, UK**

- Product Strategy & Development
 - Facilitated brainstorming and dot voting sessions to develop product principles, ensuring alignment with the company vision and enhancing decision-making processes.
 - Conducted interviews and surveys, gathering insights from 50+ users to identify pain points for a photo-share app.
- Prioritisation Frameworks and A/B testing
 - Used action priority matrix, RICE, and MoSCoW techniques to prioritise ideas, define an MVP, and scope a comprehensive product solution.
 - Developed and iterated on lo-fi prototypes for a photo-sharing app, incorporating user feedback through A/B testing to enhance usability and user engagement.
- Stakeholder Management
 - Developed a communication strategy using a power-interest matrix, ensuring stakeholder involvement in the development process.

Founder & Business Development Executive, Rise-Wise Marketing Ltd. **November 2023–March 2024, UK**

- Founded a direct selling and marketing company in Manchester, securing clients Hello Fresh and Modern Milkman.
- Utilised weekly KPIs and market insights to identify and target potential customer segments, contributing to 20% of the office's total weekly sales.
- Led and set up a sales team of 4 through recruiting, coaching, and mentoring, with a focus on active listening and exceptional customer treatment, resulting in a 30% increase in office sales in the third quarter.

CEO & Founder, The Jail House Restaurant & Banquet **January 2017–August 2023, India**

- Founded and managed two restaurants with approximately 1,500 unique customers each month, generating yearly revenue of over £45,000.
- Elevated user experience by customising services based on user research and incorporating feedback, resulting in a 40% repeat customer rate.
- Collaborated with delivery account managers to optimise menu offerings, promotions, and delivery logistics, resulting in 22% revenue growth per quarter and a 5% monthly increase in delivered orders.
- Spearheaded a team of 25+ professionals to foster a culture of understanding, resulting in enhanced staff productivity.
- Optimised supply chain by renegotiating vendor contracts, resulting in a 5% reduction in food costs.

EDUCATION

- **AI for Product Management**, Pendo Certification Course **2024**
Gained skills in leveraging AI for feature development, decision-making, and enhancing product efficiency.
- **Product Management Immersion Programme**, CareerFoundry **2024**
Developed skills in user research, prototyping, agile methodologies, and stakeholder management.
- **MSc, Innovation, Management & Entrepreneurship**, Manchester Business School, UK **2015 – 2016**
Developed skills to integrate innovation and technology in strategic business planning.
- **Bachelor of Commerce (Hons)**, The University of Delhi, New Delhi, India. **2012 – 2015**
Developed analytical, financial, and management skills through coursework in accounting, finance and economics.

Digital Skills: MS Office, Google Workspace, Salesforce, Jira, Figma, Notion, Slack, Miro, Google Analytics, Power BI.

Hobbies: Swimming, meditation, strength training, reading and having meaningful conversations.