

ROHIT MOORJANI

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EDUCATION

CORNELL UNIVERSITY

Masters in Engineering Management (MEM)

Ithaca, NY

Expected Dec 2024

VELLORE INSTITUTE OF TECHNOLOGY | CGPA: 8.53/10.0

Bachelors of Technology in Computer Science Engineering

Vellore, India

Jul 2019 - Jul 2023

WORK EXPERIENCE

BATTERYSMART – India's largest battery swapping network

Gurugram, India

Product Management Intern

Jan 2023 - Jun 2023

- Led Driver App (v1.0) project for Delivery vertical, achieving launch within 3 weeks. MVP facilitated 100 daily orders - generating ~\$2000 profit in 30 days.
- Categorized customer calls (Complaint, Request, Inquiry) to build 5 new features within the Ticket Management System enabling the swift resolution of 66.7% of tickets upon creation.
- Automated swap modification process, cutting 2500 monthly tickets. This boosted daily transactions by 12% and battery-occupant mapping by 35%.
- Revamped Payments module into 3 sister modules, increasing transparency and automating pending verifications. Result: ~\$36,500 yearly revenue jump.

PASSIONBITS – Portfolio builder tool for freelancers

Bangalore, India

Product Management Intern

Jan 2022 - Aug 2022

- Analyzed user behavior using Amplitude, interviewed 150+ prospective users to identify 3 most common pain-points: client-hunt, successful payments, creator collaboration and defined the roadmap for the solutions.
- Served as a quarterback in the development of the 3 solution modules: collaboration module, invoice module, portfolio module. This led to a jump of almost 40% in the monthly active users of the product.
- Led 2 Go-To-Market programs: Brand Ambassador Program and Collaboration with Influencers increasing the no. of signups by 30% and led to 60% of the signups converting into active users.

QUALITY PUMPS PVT. LTD. – Handpump manufacturing firm in Northern India

Kanpur, India

Web-Development Intern

Jun 2021 - Jul 2021

- Created a fully responsive website (link [here](#)) using HTML5, CSS3, Javascript and JQuery for the family hand-pump business, delivering the project in 20 days (1 week before the deadline).
- Saved 14 hours/week by replacing the manual display of products manufactured by displaying high resolution images of the products on the website.
- Achieved a 30% spike in product inquiry calls by implementing SEO techniques and displaying the array of products manufactured in a grid. This led to a jump of 19% in yearly revenue.

LEADERSHIP EXPERIENCE

WOOF – Initiative to put neon collars on Stray dogs (link [here](#))

Kanpur, India

Founder

Jun 2021 - Aug 2021

- Provided neon collars to 342 stray dogs in the city by creating a landing page in 4 days and mobilizing a team of over 50 on the ground volunteers and 2 interns (remote) over a period of 2 months to reduce dog deaths by 45%.
- Received 300+ dog collars and 10 rubber gloves in donation equivalent to 370\$ through the audience viewing the website.

SKILLS

Technical Skills: Javascript, Bootstrap, Tailwind CSS, C++, Java, SQL/MySQL, PL/SQL, JIRA, Balsamiq, Figma.

Business Skills: User empathy, Problem Solving, Data Analysis, User Experience & Design, Feature Prioritization, Customer Research, Stakeholder Communication, Product Branding, Product Growth, Negotiation.