

Gaurav Sharma

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EDUCATION

Guru Gobind Singh Indraprastha University

2022-2026

B.Tech in Information Technology

EXPERIENCE

Times Internet | *Associate Product Consultant*

September 2025 – Present

- **Product Strategy & Market Expansion** Integrated ET Markets into the TOI App to unlock a new high-intent market segment, coordinating across editorial, engineering, and business teams.
- **App Revamp & Personalization** Led the homepage revamp during the TOI App redesign, improving visual hierarchy, personalization, and content discovery based on user feedback.
- **Funnel Optimization** Improved the games section funnel from 18% to 74% by identifying leakage through data analysis and redesigning the UI and entry points.
- **Cross-Functional Execution** Collaborated with ML, engineering, design, and editorial teams to operationalize news personalization using behavioral signals and engagement data.
- **Stakeholder Alignment** Translated business and editorial goals into clear product requirements, ensuring on-time execution across multiple parallel initiatives.

Times Internet | *Product Management Intern*

July 2024 – September 2025

- **Retention & Engagement Growth** Owned the games vertical on the TOI App, increasing overall app retention by 13% and achieving 65% D1 retention among game-playing users through iterative optimizations.
- **Analytics & Monetization Balance** Set up end-to-end product tracking using Google Analytics and Microsoft Clarity. Built a Pop-up Manager to reduce intrusive ads while maintaining revenue performance.
- **Market Research & Editorial Innovation** Conducted competitor analysis and user research to guide feature strategy. Introduced AI-assisted editorial workflows that improved CTR and content efficiency.
- **AI Automation** Built AI-driven pipelines for newsletters and game generation, reducing a full-day, three-person workflow to a one-hour editorial review.

SKILLS

Product: User Research, PRDs, Funnel Analysis, Retention, Personalization, Roadmapping, Prioritization (RICE)

Growth & Analytics: Google Analytics (GA4), Looker Studio, Microsoft Clarity, Cohort Analysis, A/B Testing

Tech: SQL, JavaScript/TypeScript, React, HTML/CSS, REST APIs

Tools: Jira, Metabase, Figma, Git/GitHub, Sheets, VS Code, IntelliJ

Soft Skills: Decision Making, Problem Solving, Stakeholder Communication

PROJECTS

Wavify (iOS Music App) [GitHub](#) | *SwiftUI, iOS, Local Storage*

Jan 2026

- Designed and built a native iOS music app with privacy-first, on-device personalization driven by listening history, liked tracks, and playlist behavior.
- Made a conscious product decision to use local storage instead of cloud sync to reduce latency, improve performance, and avoid external data dependency.

Shoe-Ping (E-Commerce Platform) [GitHub](#) | *JavaScript, Node.js, Express, MongoDB, REST APIs*

July 2024

- Built a full-stack e-commerce platform covering authentication, product discovery, cart flows, and order placement with a focus on end-to-end user journeys.
- Designed RESTful APIs for product, user, and order management, enabling reliable client-server communication and scalable backend operations.

ACHIEVEMENTS

Won the Rising Star Award at The Times of India for being the best-performing new joiner.

Completed multiple courses on Product Management. [View Certificate](#)

Snagged TOP 10 out of 3000 teams at CodeForCause2.0 Hackathon held in NSIT, NSUT.