

Tarun Rai

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PROFESSIONAL SUMMARY

Product Manager with over 5 years of experience building customer-centric software products, owning discovery, roadmap, and go-to-market. Led products from early validation to scale, reaching 2,000+ active installs in the first year and increasing paid conversions by 15%.

Strong at turning user and market research into focused MVPs and growth experiments. Backed with product marketing experience in content planning, SEO, and partnerships, combined with an operator's mindset from running a family business.

EXPERIENCE

Business Manager

Family Business - Full-time

Sep 2016 - June 2026 · 9 yrs 10 mos

Managed end-to-end operations including Inventory management, staff management, food quality and customer service.

- Built a steady inflow of tourist customers by implementing small-scale marketing tactics using advertisements, banners, and standees.
- Reduced wastage by tracking inventory and waste, and training staff on waste prevention techniques leading to a 5% savings on raw materials.
- Improved satisfaction and repeat customer visits by identifying weak areas(hygiene and customer services); educating and training in-house staff and creating new SOP's.

Product Market Research

WisdmLabs - Part-time

Aug 2019 - Mar 2022 · 2 yrs 8 mos

- Identified high-value opportunities that led to the deployment of new initiatives by performing market and competitor research across major WordPress plugin categories(LMS and eCommerce)
- Reduced development time by partnering with design and development teams to shape MVP scope, ensuring clear problem statements and prioritized features using the Jobs-To-Be-Done framework.
- Analyzed search patterns, user reviews, and competitor positioning using Google Trends, SEMrush, Ubersuggest and Statista, helping define early product direction and reduce roadmap uncertainty.

- Led product discovery efforts for an existing product and gathered customer persona and segment insights that guided feature prioritization.

Product Manager

WisdmLabs - Full-time

Jul 2014 - Aug 2016 · 2 yrs 2 mos

- As an initial member of the products team, led product strategy and roadmap from first WisdmLabs developed WordPress plugin to a suite of plugins growing to 2000+ active installs(free and pro) in the first year.
- Went on to lead a 5-member product team focused on product growth.
- Increased free to pro conversions by 15% contributing to 70% of plugin specific sales by running plugin growth experiments including in-product marketing, onboarding optimization, and landing pages.
- Conducted customer and market research, generating insights that helped identify feature gaps and deliver improvements, improve onboarding, reduce support tickets, resulting in higher adoption and improved retention.
- Improved product specific traffic by 35%, by actively leading marketing activities like SEO optimization, content planning(product pages and blog), and social media engagement.
- Built partnerships with WordPress agencies, bloggers, and affiliates, growing distribution channels.
- Reduced support tickets and drove NPS improvements through better documentation, demo videos, live and in-person demos in collaboration with the support team.

Digital Marketing Intern

WisdmLabs - Full-time

Jan 2014 - Jun 2014 · 6 mos

- Increased organic traffic by 40% in six months by SEO optimizing landing pages and blog posts. 70% of blog posts saw page 1 rankings for target keywords.
- Executed a social campaign that led to an overall increase in social traffic by 30% from the previous quarter. Campaign included creating awareness of company WordPress services and plugins using social channels like forums, facebook groups, and related communities.
- Initiated key decisions through Google Analytics data to drive marketing decisions for our WordPres plugins.

EDUCATION

MCA(Master of Computer Applications) | SIES College of Management Studies, Nerul, Mumbai.
Graduated: 2014

SKILLS SECTION

Product Management – Led discovery using the JTBD framework, MVP scoping, and feature execution for WordPress products, improving onboarding, activation, and free-to-paid conversions.

User & Market Research – Conducted user interviews and surveys, competitive research, persona development to identify feature gaps and reduce roadmap uncertainty.

Product Growth & Go-to-Market – Ran onboarding and growth experiments, improved product positioning that increased conversions, traffic, and early traction.

Product Marketing – SEO, content strategy, building affiliate networks, email marketing, partnerships.

Data & Tools – Used ClickUp, Google Analytics, Google Trends, SEMrush, Ubersuggest, and Hotjar to analyze user behavior, validate demand, and guide product decisions.

WordPress Ecosystem – Hands-on experience working with WordPress, plugins, and themes. Complete understanding of the ecosystem.

Soft Skills – Communication, Leadership, Problem Solving, Time Management

INTERESTS

Distance Running, Productivity Enthusiast, Self-help Books.