

# Muhammad Asim Khaskheli

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## EDUCATION

### NUST

#### BE IN SOFTWARE ENGINEERING

June 2022 | Islamabad, PK  
School of Electrical Engineering  
& Computer Science  
Cum. GPA: 3.45 / 4.0

## LINKS

LinkedIn:// [asim-khaskheli](#)  
Website:// [asim-2000.github.io](#)  
YouTube:// [Asim's Sessions](#)  
Substack:// [Product Centric](#)

## COURSEWORK

### UNDERGRADUATE

Data Structures & Algorithms  
Object Oriented Programming  
Design & Analysis of Algorithms  
Software Project Management  
Machine Learning  
Mobile Application Development

## CERTIFICATIONS

### PRODUCT MANAGEMENT

PM : First Steps  
PM : Customer Development  
Building a Product Roadmap  
Building a Product Strategy  
Product Analytics Micro-Certification (PAC)  
Product Led Growth Micro-Certification (PLGC)

## SKILLS

### PRODUCT

Strategy • Roadmapping • Analytics  
Wireframing • Stakeholder Management  
Tools:  
Amplitude • MixPanel • Jira  
Google Analytics • Clevertap • Figma  
Excel • Google AppsScript • Miro

### TECHNICAL

MySQL • Python • Metabase  
Java • Flutter • JavaScript

## EXPERIENCE

### DEALCART | GROWTH PRODUCT MANAGER

July 2022 – Present | Karachi, PK

- Co-Led the first-ever Design Thinking sprint at DealCart that led to the launch of DealCart 2.0 in only **38 days**
- Developed the first-ever Growth Model of the company based on Viral Coefficient.
- Developed comprehensive product strategy & roadmap for the Community Leader Platform, encompassing end-to-end solutions and its road-map plan from Initiation to Profitability
- Identified Core Product & Growth Metrics and created Dashboards to track Daily, Weekly, and Monthly KPIs including Traffic, Funnels, User Behavior, etc.
- Spearheaded the implementation of DC Coins and Two-way referral program and developed end-to-end product strategy for the feature that helped decrease CAC by **200%** by bringing in **70%** of New Transacting Users through sharing
- Led the implementation of DealReels Feature on the app that brings in **30%** of ad-revenue and **12.5%** of sales revenue MoM
- Led the launch of Promo Code Feature helping marketing function in increasing the efficiency of their marketing campaigns by **30%** and new user acquisition by **45%**
- Spearheaded the Implementation & Launch of Recommendation Engine that helped increase OPU by **25%** and monthly retention by **4%**
- Championed the discovery and execution of Net Monetizeable Revenue (NMR) touchpoints, instigating a monumental **150%** uplift in advertising revenue from brands
- Automated hourly reporting of business metrics & Play Store Reviews through a Slack bot that helped stakeholders take quick actions on strategies and performance
- Managed the creation of the company's first investor data room.
- Devised end-to-end strategy of Community Hub Launch and identified efficiencies and improvements saving Last Mile cost up to **5%** (of GMV) that helped reduce cash burn and helped the company's profitability runway
- Segmented customers according to the a unique RFMS model and devised a communication strategy tailored to their buying cycles that helped Increase Conversion Rates by **6%** and LTV by **20%**
- Developed and Executed A/B Tests to optimize the viral coefficient resulting in **100%** Month-on-month growth in users acquired through referral

### ONESCREEN SOLUTIONS | PRODUCT

Feb 2022 - June 2022 | Islamabad, PK

- Creation and maintenance of essential product documentation including PRDs, wish-lists, backlogs, feature tables, and performance metrics
- Thoroughly Researched the Security Camera Market in the USA and drafted a comparison that resulted in gaining an edge over competitors
- Successfully crafted the product strategy, product messaging, and product cut sheets of OneScreen Cloud Studio that led to the First-ever recurring revenue stream for the company
- Designed and Proposed solutions for different projects utilizing OneScreen Products