

SHIWAL SINGH

Associate Product Manager, B2B SaaS | API-Driven Products & Cross-Functional Delivery

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PROFILE

Product-minded operator with 4.5 years inside B2B SaaS support and product operations, translating recurring customer friction into shipped features and measurable outcomes. Shipped a transactional messaging feature cited at 2 enterprise client renewals by identifying a pattern across 80+ support tickets, writing a structured PRD with MECE trade-offs, and coordinating engineering through to GA in under 6 weeks. Reduced internal support handle time by 37% (40 to 25 minutes) by defining requirements and driving adoption of an internal AI agent with post-launch metric tracking. Comfortable owning REST API and webhook-based integration issues end to end, running structured QA/UAT before escalation, and building the discipline around trust, accuracy, and traceability that a verification-first product demands.

EXPERIENCE

Customer Support Representative

Apr 2025 – Feb 2026

HighLevel, White-label CRM, Marketing Automation and Payments Platform, Remote, US Market

- **30% drop in inbound ticket volume and 20% CSAT improvement across SMB accounts**, because clients needed faster first-response on repeat queries, by configuring and validating AI-powered chatbot and messaging automation workflows including conversational flows, webhook-triggered logic, and CRM integrations.
- **AHT reduced 37%, from 40 to 25 minutes, and CSAT up 5% within 8 weeks**, because the support team was losing hours to manual knowledge lookup, by defining requirements, writing functional documentation, and coordinating the build and adoption of an internal AI agent with post-launch metric tracking.
- **2 workflow automation improvements shipped in subsequent sprints**, because recurring product gaps were going unaddressed, by synthesising 80+ monthly tickets into structured gap reports with user stories and acceptance criteria for the product team.
- **Deep exposure to US market customer behaviour**, because the entire client base was North American SMBs, by managing EST-aligned support queues, preparing release notes and enablement materials, and conducting ongoing customer interviews to surface product insights for the roadmap.

Technical Support Engineer

Oct 2024 – Apr 2025

Vartopia, B2B and B2G SaaS, Channel Partner Management Platform, Remote

- **Integration troubleshooting guide adopted by 3 teammates within the first month**, because repeat escalations on the same failure modes were slowing the team, by documenting REST API, webhook, and CRM connector failure patterns in a structured, searchable format.
- **Sprint backlog input accepted from a support role**, because a manual data re-entry error pattern had no product fix, by identifying and proposing automation of form-value passthrough between CRM systems with a clear business impact brief.
- **Improved engineering trust and reduced false escalations**, because misdiagnosed issues were wasting engineering time, by building a pre-escalation validation checklist and applying structured QA and UAT processes before raising any issue.

Client Support Specialist

Dec 2023 – Sep 2024

Maropost, B2B SaaS, Marketing Automation and Ecommerce Platform, Remote

- **Feature shipped in under 6 weeks, cited by 2 enterprise clients at renewal**, because a recurring transactional messaging gap was eroding client trust, by analysing 80+ tickets, writing a PRD with user stories and MECE trade-off analysis, and coordinating with the development team through to GA.
- **JTBD discovery document became the foundation for JetSend**, because the PM needed structured client insight to justify the build, by conducting customer interviews alongside the PM and translating findings into a clear requirements framework.
- **Competitive analysis findings fed directly into roadmap discussions**, because the team lacked a structured view of market positioning, by researching and documenting Maropost's competitive landscape against key alternatives.

Analyst

Aug 2021 – Dec 2023

eClerx, Digital Operations and Analytics, Remote

- **Consistent data accuracy across large-scale ecommerce operations for global retail clients**, because data quality issues were creating downstream errors, by building structured QA processes and documentation habits that became foundational to every analytical and product role since.

PRODUCT INITIATIVES

- **Loopback (fuffad.com), AI Voice of Customer Tool for B2B SaaS**: Building a support-ticket-first, zero-setup VoC platform for US and Canadian SMB SaaS companies, because founder-stage teams lack an affordable synthesis tool between free and enterprise-priced options, by architecting the product on Next.js, Supabase, and Claude Sonnet, building the Freshdesk ingestion pipeline and digest delivery, and driving toward an August 17, 2026 launch.
- **JetSend, Transactional Messaging at Maropost**: Cited at 2 enterprise renewals, addressing a gap that had accumulated across 80+ tickets, by conducting JTBD discovery with the PM, writing the requirements brief with user stories and acceptance criteria, and coordinating engineering to GA in under 6 weeks.
- **Internal AI Support Agent, HighLevel**: AHT reduced 37% and CSAT improved 5% within 8 weeks, because manual lookup was a bottleneck, by defining requirements, coordinating the build, and tracking adoption and accuracy metrics post-launch.
- **RouCN, D2C Sneaker Brand**: Live product launched independently at roucnportfolioshiwal.lovable.app, to test zero-to-one product thinking outside a formal PM role, by conducting Indian Gen Z market research, defining positioning at Rs 3,499, and shipping a working landing page using Lovable.
- **Product Teardowns, HighLevel and Maropost**: Two live 9-section editorial teardowns at shiwal50.github.io/portfolio, covering architecture, user segments, journey friction, competitive gaps, and prioritised PM recommendations, built to demonstrate structured product thinking in a public, verifiable format.

CORE SKILLS

Product PRD writing, user stories, acceptance criteria, product discovery, customer interviews, roadmap prioritisation, sprint planning, backlog grooming, UAT, release notes

Analytics Activation, adoption, retention, funnel conversion, RICE prioritisation, A/B testing frameworks, success metric definition, data-driven iteration **Technical** REST APIs, Webhooks, Postman, Python (reading and debugging), SQL (basic), DNS, SSL, system integration architecture, SDLC

AI and Tools Claude, ChatGPT, Lovable, daily use for product discovery, requirements drafting, workflow automation, and internal tooling

Collaboration JIRA, Notion, Confluence, Freshdesk, Salesforce, Zoho CRM, cross-functional stakeholder management, agile sprint workflows

Market US and global SaaS customer exposure, B2B ecommerce, CRM, marketing automation, messaging platforms, EST-aligned delivery

EDUCATION & CERTIFICATIONS

MBA, International Business Management — Amity University, Noida (Jan 2024 – Apr 2026)

Certifications: McKinsey Forward Program; Technical Product Management, Product Roadmap, Product Strategy & Agile Foundations (PMI); Generative AI for Product Managers (LinkedIn); Data Driven Product Management (NASBA); Product Management with AI (Physics Wallah/NSDC/PwC); Product Prioritization (Product School)