



# HARSHVARDHAN

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## EDUCATION

**Indian Institute of Technology, Roorkee**  
Integrated Masters of Technology, Geophysical Technology

July 2017 - May 2022

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## WORK EXPERIENCE

**Founding Member | Curelink | Gurugram, India**

Sept 2021 - Present

### Growth & Strategy

- Led a 3-person growth team to **onboard the first 100 doctors**
- **Built and led** the doctor retention **team of 8 people spread over six cities**
- Boosted **DAU (doctors) by 26% in 3 months** after a 6-month plateau with new retention strategies & tools
- Contributed directly in the development of sales pipeline for both doctor and patient end
- **Launched and led adoption of Fertility CarePlan** generating a revenue of over **Rs 28L in first 7 months**
- Achieved **~47% jump in the fertility plan conversion rate** through lead nurturing campaigns, changes in sales pitch flow, and sales team training
- Facilitated **revenue generation of 4.5L** in the first 3 months through a lead recycling pipeline for closed leads
- Spearheaded 'Curelink for Businesses', established sales pipeline and onboarded the **first 5 B2B Clients** enabling them to provide care to **10000+ patients monthly on WhatsApp**
- **Improved** revenue per activated doctor **by 1.5x** through upselling & cross selling initiatives

### Product & Service Development

- **Led the design and setup of the complete Zoho CRM** for the on-ground sales team from scratch
- Introduced and designed **doctor dashboard** in Curelink App
- **Led development of Weight Management & Preconception CarePlan (Fertility)** from scratch. Worked on market research, service design, care team building, sales team trainings, etc
- Led the care team, reducing patient **query response time from 30 mins to 2 mins** and **increasing inbound patient queries threefold in 4 months**, with same no. of active patients
- **Doubled the live fitness class attendance from 17% to 37% within 3 months** through class quality improvement, audit setup, patient engagement and gamification strategies
- Setup patient complaint redressal channel, effectively bringing down doctor-side **escalation by more than 80%**

### Content & Design

- Directly led work on branding for Curelink and all its products, as well as on their sales & marketing materials.
- **Achieved a 14% improvement in Successful Sales Call Rate** and a **9% increase in Conversion Percentage** by building product landing pages
- **Increased** Daily Care Tip **Engagement Rate by 26%** through content improvement and creative copywriting
- Designed multiple WhatsApp campaigns for doctor onboarding, patient onboarding, plan sales & renewal
- **Lead the creative team** of a content writer, graphic designers and product designer

**Software Engineering Intern | MNES | Tokyo, Japan**

Jun 2021 - Aug 2021

- Built and deployed a web based CT Scan viewing application using **Cornerstone.js & React**
- Developed tools for identifying fat values, type of fat & area under fat from abdominal CT Scan
- This project was made for the DICOM data platform 'LOOKREC' of MNES
- **Was awarded PPO** to work with their Engineering Team in Tokyo, Japan.

**Market Research & Strategy Intern | Loopworm | Bengaluru, India**

May 2019 - Jun 2019

- Conducted a comprehensive market research with over 30 fish farmers & 5 feed companies
- Devised a go-to-market strategy for Loopworm's products.
- Conceptualised & designed the brand logo.

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## ADDITIONAL INFORMATION

- **Skills:** Project Management, Roadmapping, User Research, Market Research, Wireframing, Prototyping, GTM Planning, B2B Sales, B2C Sales, Marketing Campaigns, Creative Writing, Design, Data Analysis, Team Management & Leadership
- **Tools:** Figma, Framer, Mixpanel, Metabase, SQL, Clevertap, Apollo.io, Notion, Zoho CRM, MS Office, Hotjar, Sheets
- **Awards/Activities:** President of Enactus IIT Roorkee, Chief Secretary of IIT Roorkee's Filmmaking Club, Won Inter IIT Gold in Filmmaking, Won Inter IIT Gold in Ashoka's Tech for Change Event, Hult Prize On-Campus Winner