EVAN PAUL D'SOUZA

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Professional Summary

Operations professional with 8+ years experience in project management, growth hacking, and operations for early-stage startups including success across Retail, F&B, Fin-tech, Community. Expertise in data-driven growth hacking techniques for customer acquisition, conversion optimization, and business expansion. Adaptable and driven to achieve sustainable growth with limited resources.

Strengths

Team Leadership | Forecast Issues & Planning | Metrics & KPI Development | Business Success | Flexibility & Improvisation | Strategic Planning| Business Review & Assessment | Inventory Management | Cross-functional Team Leadership | Continuous Improvement

Work experience

Jan, 2023 - Present

Operations and Growth

FromCommunity

As a founding member at FromCommunity, I spearheaded the management of our innovative product—an Applicant Tracking System (ATS) with integrated community job distribution capabilities. I streamlined the onboarding process for 30+ businesses and 8+ communities. Maintained a comprehensive community database, and ensured the accurate verification of business details.

I played a crucial role in optimizing job forms and descriptions to attract top talent. By strategically distributing job postings across various platforms and implementing targeted promotional campaigns, I maximized job visibility and helped businesses connect with the right candidates. My dedication to user satisfaction, gathering feedback, and refining our platform contributed significantly to FromCommunity's early stage beta launch.

May, 2021 - Dec, 2022

Head of Global Operations

Aviyel Inc

- Building and leading Aviyel's global organization responsibility by delivery and enabling success system for a long-term growth.
- From scratch enabled SOP and metrics around contributors and creators onboarding; user support; back-office operations; content, marketing and media operation; and structuring community and management across all business segments, and countries.
- Setting up best onboarding practice to ease creators or contributors into Aviyel's ecosystem. Timely generation of payout cycle for contribution to platform.
- Delivery of email campaign, newsletter in timely manner; Managing generations of event banners and video; and enabling distribution cycle on different social platforms. Influencer and community partnership and strategy.
- Setup Discord community from scratch with more than 2k members from onboarding to engagement.
- Onboard 200+ world-class technical content writer on platform.
- Onboard 1.5k+ contributors from first-timer to veteran to run them on project roadmap.
- Complete ownership of FAQ articles for all OSS project onboarded at Aviyel with the best SEO practices.

Feb, 2020 - April, 2021

Operation Manager - Onboarding

UrbanPiper

- Opportunity to manage the complete onboarding for multiple projects simultaneous in B2B SaaS platform helping restaurant and perishable retail outlets to have a digital presence on channels like website, android and IOS.
- Managing multiple stakeholders with a well-defined platform for communication with team and external to get the project out, owning the complete project until release, guiding & training new and existing colleagues on how the inhouse platform works.
- During the process, we would need to cater to multiple third-party to comply with TOS for each platform including SMS sender registration & template registration, Google console, Payment Gateway, Apple developer account, Google play, Various DNS portal, etc
- In a short span of 1 year, was able to onboard more than 50 projects including website, android and IOS.

Oct, 2018 - Feb, 2020

Deputy Manager - Operations

One97 Communication (Paytm)

Among the early core team members of a new business unit (Paytm Smart Retail)

- Initiated DIY Onboarding of POS billing+Inventory platform and support programs for the subscribed merchants across India; along with specifically owning the merchant help desk (level 3), the highest level of support for resolving customer queries
- Developed training program for merchants. Led workshops to sales teams across India, developing best practice and creating consistent communication to strengthen the brand and increasing the product awareness.
- Launched India's first online deployment of payment devices (EDC) and ran internal supply chain for the deployment of hardware to merchants across India
- Gain a profound understanding of merchants and competition to identify & fill product gaps and generate new ideas that improve user experience, retention & growth
- Worked closely with multiple stakeholders to prioritize & roll out new features for POS
- Based on a major business requirement, implemented key product feature towards GST automated filing from POS; evaluated the possibilities, partners and the workflow.
- Documented root cause analysis and provide solutions towards product-level challenges after extensive research; assisted the product team in reproducing bugs and testing before deployment and use of JIRA tools for fixing and updating issues

Nov, 2015 - Oct, 2018

Operation Manager

Weavedin Technologies (Acquired by Paytm)

First management hire for product operations and business scale-up.

- Built the workflow from scratch for client onboarding and after-sales support
- Setting up of merchant helpdesk for supporting clients throughout India with IVR for all service related queries; standardized on support mail follow up using Freshdesk
- Owned and built the product feedback mechanism from clients directly for betterment and improvement of product
- Developed the training workflow for merchant and their respective team depending on size, requirement and availability
- Management of subscription renewal from existing merchant accounts
- Responsible for hiring, mentoring, performance reviews, managing and supervising the Operations team.
- Led the business growth (with sales team) and after-sales activities for ~2,500 accounts (up from 4 accounts, at the time of my joining)

Education

2007 - 2010

Diploma in Computer Science

P.A Polytechnic, Mangalore