PRODUCT PORTFOLIO

PRATIBHA MISHRA

ABOUT ME

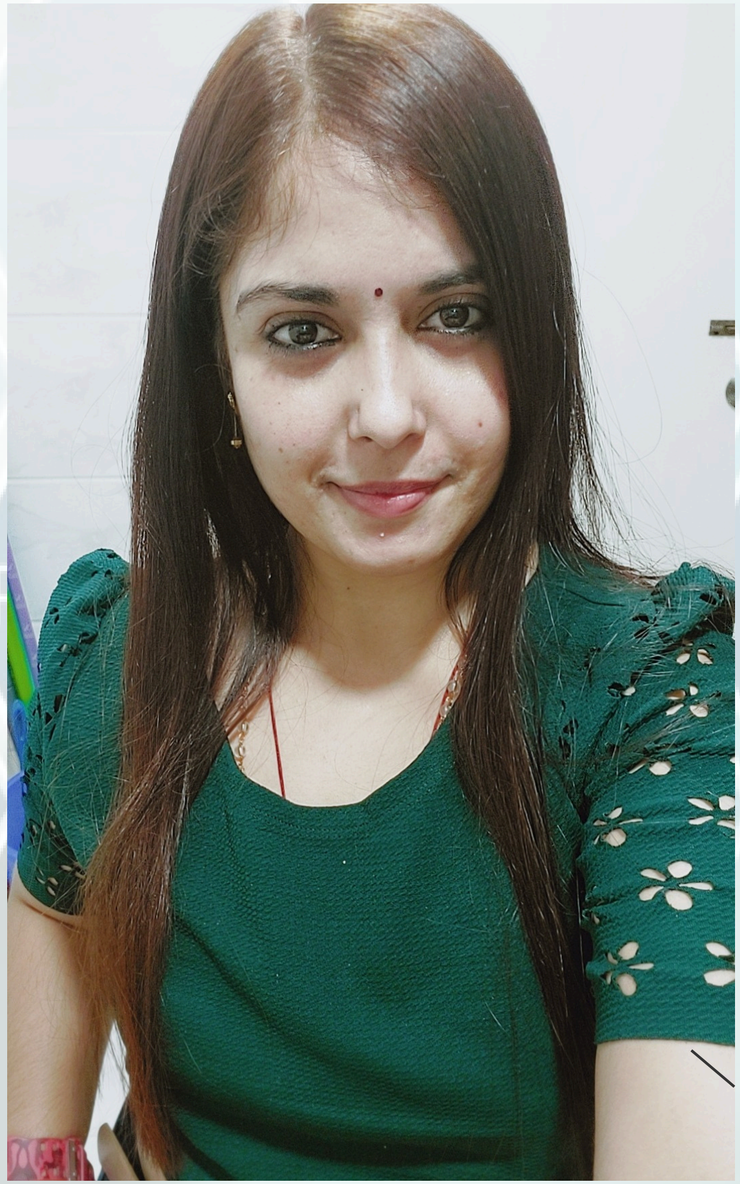
Accomplished digital product analytics professional with over 5 years of experience in marketing analytics, digital marketing in Ed-tech , specializing in customer acquisition and conversion optimization. Proven track record of leveraging data to drive digital performance and ROI, with expertise in building scalable analytics systems, tracking website activities, and analyzing customer behavior across digital channels. Skilled in utilizing Google Marketing Suite, SEO/SEM tools, and CRM systems to extract actionable insights that improve marketing strategies and business outcomes. Strong collaborator across cross-functional teams with a passion for financial inclusion and the global higher education space.

PRATIBHA MISHRA

EDUCATION

IMT Ghaziabad , April 2022 - March 2023
Online PGDM (General Management)
Bengaluru, Karnataka

New Horizon College of Engineering
July 2013 – July 2017 B.E.(Civil)
Bengaluru, Karnataka



PRATIBHA MISHRA

EXPERIENCE

Product Specialist - Academics(Full Time)
iScholar Knowledge Services Pvt. Ltd.
Oct 2023 – Sep 2024
Bengaluru, Karnataka

- Analyzed customer behaviour across multiple channels with **SQL**, achieving a **75% retention rate** and significantly **increasing monthly active users** by significant workflow through **JIRA**.
- Drove a notable **10% growth in market share** through **competitor analysis** and innovative feature development by modeling customer journeys through user personas using **Figma** and **Balsmiq**.
- Managed experimentation efforts, including **A/B testing**, **multivariate testing**, and tool integrations such as **Mixpanel**, to optimize digital performance.

PRATIBHA MISHRA

EXPERIENCE

SME Product - Mathematics(Full Time)
Narayana's Learning App
May 2022 – Apr 2023
Bengaluru,Karnataka

- Provided strategic insights on **SEO/SEM** and **email marketing performance**, to increase **conversion rates by 15%** using **Funnel** and **Cohort analysis**.
- Implemented **attribution models** to measure customer journey and performance across digital marketing channels.
- Created reports and dashboards using **Tableau** and **Mixpanel**.

PRATIBHA MISHRA

EXPERIENCE

Academic Product Coordinator(Full Time)
Infinite Mindz
Apr 2020 – Apr 2022
Bengaluru,Karnataka

- Delivered **online classes for K4 - K10 students for Mathematics and Science** through **G-Meet, Zoom, MS - Teams** etc.,
- Enhanced student engagement by coordinating educational programs and developing curriculums across boards **CBSE, ICSE, IGCSE**.

PRATIBHA MISHRA

EXPERIENCE

Lead IT Recruiter(Full Time)
Trysol Global Services Pvt. Ltd.
May 2018 – Nov 2019
Bengaluru,Karnataka

- Shortened **time-to-hire while boosting candidate satisfaction**, using metrics and tools such as **ATS**.

PRATIBHA MISHRA

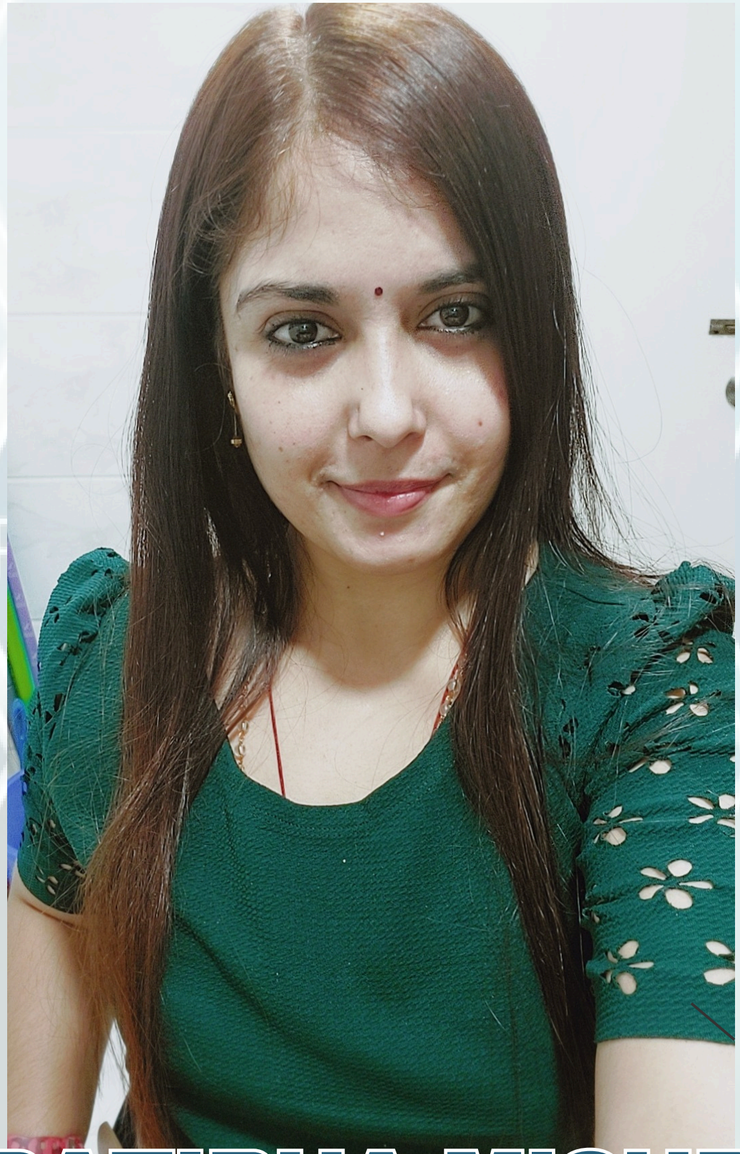
SKILLS

TECHNICAL SKILLS

- SQL, Figma, Balsamiq, JIRA, Excel, Notion, Kanban, Hubspot, Google Analytics, Web Analytics, Mixpanel, Tableau, CRM, CMS, LMS

BUSINESS SKILLS

- Market Research, Product Analysis, Product Roadmap Planning, PRDs, Agile Methodologies, Competitive Analysis, Business Case Writing, BRDs, Project Scheduling, Project Planning, Inventory Management, Business Intelligence



PRATIBHA MISHRA

PROJECTS

Internshala - Metaverse in Education

Market size, Competitor analysis, User Personas

May 2023 – June 2023

- Estimated market size of metaverse technology in the education sector using parameters like TAM, SAM and SOM for an Internshala project.
- Performed competitor analysis to analyse the presence of direct and indirect competitors to develop product strategy.
- Performed user research to gather quantitative data using surveys, interviews and personas.

PRATIBHA MISHRA

PROJECTS

Internshala - Mentorship feature for LinkedIn
User research, Design thinking, User flow, Figma
June 2023 – Aug 2023

- Designed a mentorship feature for the LinkedIn application.
- Performed user research and applied design thinking framework to design the user flow.
- Tweaked the current version of LinkedIn app to add the consistent mentorship feature by creating a prototype in Figma.

PRATIBHA MISHRA

PROJECTS

Internshala - Monetization feature for Whatsapp

User stories, PRD's, PFAQ's, Mock-ups

Aug 2023 – Oct 2023

- Suggested at least 5 monetizable features and shared their reasoning in the PRD format for Whatsapp application.
- Researched and developed PRFAQ's using the problem statement and its solution through user workflow and mock-ups.
- Created epics for each feature and their respective user stories along with insights and suggestions.

PRATIBHA MISHRA

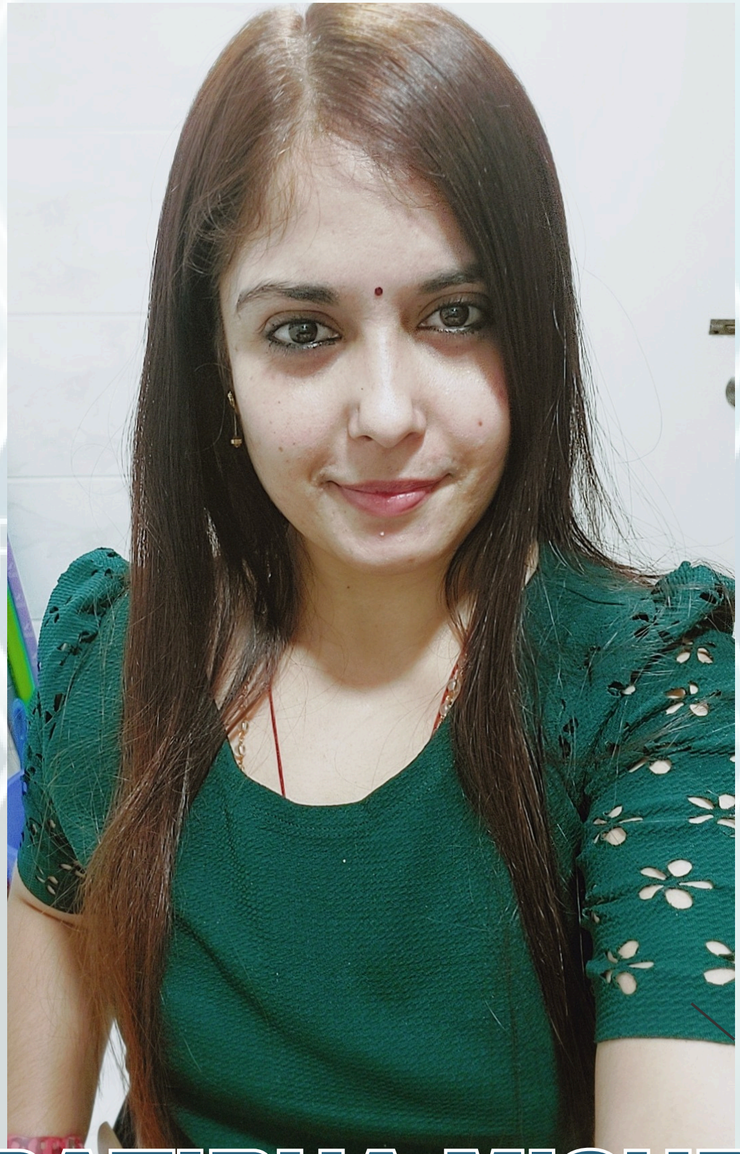
PROJECTS

Internshala - Launch Of Fandom Universe

North Star Metrics, User Personas, Funnel Analysis, Figma, Wireframe

Oct 2023 – Dec 2023

- Defined the metrics which you will be tracking at the launch stage including the North star metrics of the social media application.
- Prepared a dashboard of metrics for tracking for the successful launch of a new social media application called Fandom Universe using Figma.
- Defined and described the funnels and how to measure retention in the dashboard.



PRATIBHA MISHRA

PROJECTS

Ditto Insurance - Enhancing Customer Experience

Competitive Analysis, Market research, Decision Making

Nov 2024 - Dec 2024

- Examined the existing offerings and services provided by Ditto and emphasized any shortcomings with respect to customer experience.
- Identified procedural gaps and prioritized the identified issues.
- Offered AI+human centric solutions to users rather than AI/ML based solutions alone.

PRATIBHA MISHRA

PROJECTS

CloudEagle - Enhancing Global Search Feature
SaaS, Wireframe, User Journey Mapping, PRD
Nov 2024 - Dec 2024

- Used wireframing tools like Figma and Balsamiq and created mockups that visualized the user journey for this global search feature.
- Focused on usability and how the design can simplify navigation for users unfamiliar with the platform.
- Drafted a 3-4 page PRD document outlining the requirements for this global search functionality.

PRATIBHA MISHRA

CERTIFICATIONS

Product Management Fundamentals - Internshala
Product Design - Internshala
Product Development Life Cycle - Internshala
Product Analytics - Internshala
Product Marketing Foundations - LinkedIN
Agile Foundations - LinkedIN
Agile Requirements Foundations - LinkedIN
Agile Product Owner Role: Foundations - LinkedIN
Learning Data Analytics: 1 Foundations - LinkedIN
Google Analytics 4 (GA4) Essential Training -LinkedIN
Operations Management Foundations - LinkedIN

PRATIBHA MISHRA

"Building a great product is a creative, chaotic process which you won’t get right every time, so you have to also be learning from success and failure."

Gibson Biddle

former VP, Netflix