

Neha Singh

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SUMMARY

Tech-savvy Product Manager bridging business strategy with engineering execution for innovative digital solutions.

KEY SKILLS

Core Skills: Product Discovery, Competitive Analysis, Design Thinking, Prioritization

Tools: Figma, Jira, Aha!, Mixpanel, Slack, Miro

Analytics: Funnel Optimization, Churn Analysis, Growth Experiments

Soft Skills: Empathy, Strategic Vision, Negotiation, Agile Mindset

EDUCATION

B.E. in Information Technology | VIT Vellore | 2020

EXPERIENCE

Associate Product Manager — ShopEase Pvt Ltd (2021–2023)

- Launched referral program improving retention by 18%
- Conducted competitive analysis and customer interviews for roadmap inputs

PROJECTS

Fintech Mobile App — Coordinated feature rollout across Android & iOS platforms ensuring user adoption.

E-commerce Personalization Engine — Built ML-based recommendation module improving CTR by 22%.

CERTIFICATIONS

Product Strategy — Kellogg School of Management

Aha! Roadmapping Essentials

Certified Scrum Product Owner (CSPO)