

Ankita Das

Product Manager

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SUMMARY

As an aspiring Product Manager, I bring a strong foundation in data analytics and experimentation methodologies, particularly proficient in Power BI for data visualization, Google Analytics for insights generation, and A/B testing for product optimization. With hands-on experience in analyzing user behavior, conducting experiments, and deriving actionable insights, I am actively seeking a Product Management role in the market where I can leverage these skills to drive data-informed decision-making, enhance user experiences, and contribute to the overall success of innovative product initiatives.

KEY SKILLS

- Product Development & Management • Resource Planning & Estimation
- Client Relationship Management • Business Strategy -Product Roadmap, Product Design, Product Lifecycle and Product Strategy
- Training & Development • Cross-Vertical Team Leadership • Feature Integration

TECHNICAL SKILLS

Analytics Tools- Power BI, Google Analytics, AB Testing

UI/UX Design- Whimsical, Figma

Microsoft Suite- MS words, MS power Point Presentation, MS Excel

Integrated Development Environment: NetBeans

EDUCATION

Post Graduation in Product Management (Corporate studies)

Feb '23 - Dec '23

Duke University

Bengaluru, IN

Secured 83 %

Master's Degree in Stem cell Science and Technology.

Jul '17 - Apr '19

Amity University

Noida, IN

Secured 83 %

PROJECTS AND CASE STUDIES

- **Domain:** Our goal is to revolutionize the way travelers eat across India. | Dec '23
 - Conducted competitor analysis of Indian online **food delivery market** taking **Swiggy** as an example.
- **Domain:** Project of Wellness | Nov '21
 - Studied various business protocols and delivered the satisfactory work to our client and trained fellow colleagues in the same line of business.
- **Domain:** Trainee in Indian Institute of Liver Biliary Sciences | Sep '18
 - Isolated mesenchymal stem cells from **Umbilical cord** and identified it with various types of **stem cell markers**.
 - Isolated **DNA and RNA** from blood sample.

CERTIFICATIONS

- Post Graduate Certificate in Product Management, Specializations in **Digital Transformation** and **Growth Product Management**. (2023)
- Certificate in **AI-Tools** workshop of 1 day. (2023)
- **Power BI** Certificate from Udemy. (2023)

VOLUNTEER EXPERIENCE

- Collaborated with “**Rotary Club**” for a Blood Donation Camp | March '19

ACHIEVEMENT

I was chosen as a finalist to present our project's competitive analysis of the food delivery market in front of a Duke University professor.

EXPERIENCE

Zino Technology Pvt Ltd
(Product Intern)

April'23-Sept'23
Bengaluru, IN

- Worked on **lead management systems**, streamlining the process from lead capture to onboarding.
- Contributed to **project management workflows**, improving efficiency in task management and project tracking.
- Developed and optimized **real estate post and pre-sales workflows** for better customer experience and operations management. Designed and implemented **various document generation systems**, automating processes to enhance productivity.
- Collaborated with cross-functional teams to understand client needs and deliver tailored software solutions.
- Gained experience in **low-code/no-code platforms**, creating user-friendly applications and workflows.

CHCS Services
(Process Associate)

March'22-Dec'22
Noida, India

- Handled **HIPPA verification** for claims adjudication.
- Created Macros for Process automation, boosting workflow **efficiency by 90%**.
- Conducted training sessions for colleagues on claim processing norms.

Capgemini
(Associate)

Jul'19- March'22
Noida, India

- Worked on **claims adjudication** for a US healthcare insurance company.
 - Analyzed and processed **insurance claims** to ensure compliance with healthcare policies and regulations.
 - Gained in-depth knowledge of **US healthcare insurance policies** and claims management systems.
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