

WORK EXPERIENCE

NIIT Ltd

Associate Content Lead

Aug 22 - Nov 23

- Developed 30+ training courses across 100+ teams, incorporating adult learning theory.
- Created 50+ eLearning modules and webinars for Pitney Bowes, improving audience engagement with detailed product descriptions
- Reduced user invested time by 15% by optimizing course content, .
- Improved user engagement by 25% and customer satisfaction by 10% by analyzing feedback, designing engaging UI/UX and adding knowledge checks.

Shell (as part of NIIT)

Associate Account Manager

May - Jun 23

- Managed 12+ Brandon Hall Awards applications for Shell, implementing a streamlined pipeline to track deliverables, review statuses, and stakeholders' involvement.
- Managed oversight of 20+ documents and coordinated with 30+ stakeholders to establish a robust pipeline for application management.
- Optimized processes for successful award submissions and improved Shell's recognition efforts through content review and editing.
- Engaged with Shell stakeholders to streamline processes and highlight award-worthy initiatives.
- Enhanced skills in account management, content editing, and stakeholder coordination through these initiatives.

Pinga

Product Management (ELM - YIF)

Sep 21 - April 22

- Collaborated with the CEO to develop a comprehensive product roadmap, encompassing marketing and design strategies, resulting in successful product launches and market penetration.
- Conducted 50+ interviews and 10+ focus group discussions to conduct in-depth primary research, leading to the creation of user journeys, personas, and empathy mappings guiding product development decisions.
- Increased customer satisfaction by 10% through feedback analysis.
- Created and published 50+ social media posts across LinkedIn, Instagram, and Facebook, achieving a 30% boost in social media influence.
- Increased 20% user satisfaction based on feedback analysis and improving the UI/UX of the Pinga app.
- Managed a community of 300+ users, fostering engagement and loyalty.

Leadership and Agile Management

- Achieved a 15% increase in sales within the first quarter by leading cross-functional teams to develop and launch new product training materials.
- With 97% accuracy, collaborated with cross-functional teams to analyze customer data and identify opportunities for enhancements, while also minimizing QC error data.
- Obtained Scrum Product Owner Certification from Lean Pitch Technologies, enhancing proficiency in agile project management methodologies.

EDUCATION

Ashoka University

Young India Fellowship - 3.57 GPA

Aug 21 - July 23

- During the Young India Fellowship, I undertook a year-long residential postgraduate diploma in Liberal Studies, gaining exposure to a variety of disciplines including political economy, human rights, Indian society and governance, cultural studies, and action learning.

Alliance University, Alliance School of Business

Bachelor of Business Administration; International Business Major

Nov 17 - June 20

- Relevant Coursework: Marketing of Services, Product and Brand Management, Financial Markets and Services, Financial Statement Analysis, Global Marketing Management, Social Media Marketing and digital Ecosystem, International Finance, E-Commerce Management

SKILLS

- Creative Writing, Market Research, Competitive Analysis, Instructional Design
- Technological Skills: Excel, PowerPoint, HTML, CSS, and JS basic, Balsamiq, Jira, Photoshop, Google Analytics, Hubspot