

# MANISHA PATRO

[manishapatro73@gmail.com](mailto:manishapatro73@gmail.com) | 341-221-7873 | [LinkedIn](#)

## SUMMARY

**Product Marketing & Data Specialist with 6 years of experience** across product marketing, business intelligence & customer insights. Skilled in survey analysis, data visualization, forecasting & statistical modeling to identify trends, inform product strategy, & support cross-functional teams. Experienced in using marketing research and analytics to shape user-centric solutions & guide strategic decision-making.

## WORK EXPERIENCE

### Consumer Insights Analyst

Jan 2025 to present

*Extern* - Remote

- Conducted end-to-end custom market research using surveys and AI tools via consumer insights platforms to decode behavioral patterns and purchase drivers, supporting go-to-market strategy and stakeholder alignment

### Data Analyst – CRM and Customer Insights

Jun 2023 to Nov 2024

*Zwilling JA Henckels* - New York, NY

- Led data aggregation and reporting across CRM, email, and paid channels, transforming raw data into actionable insights to support strategic business analysis
- Analyzed consumer behavior and transaction data to inform product positioning, pricing strategy, and go-to-market (GTM) planning
- Increased retention by 18% through Tableau dashboards supporting marketing KPIs, revenue reporting, and customer lifecycle optimization
- Built sentiment analysis and clustering models in R, to support hypothesis-driven analysis, improving targeting and targeting efficiency
- Conducted quantitative analysis on survey and behavioral data to identify customer segments, and inform product features and messaging

### Graduate Research Assistant

Jan 2023 to May 2024

*Pace University* - New York, NY

- Designed and executed survey research using Qualtrics and R/SPSS; aggregated and analyzed data to uncover behavioral trends and deliver insights supporting strategic decisions
- Conducted market research on consumer psychology and behavioral economics; interpreted outputs to improve predictive models and guide data-driven engagement strategies

### Sr. Associate – Product & Content Marketing

Jul 2018 to Jul 2022

*Hafele India Pvt. Ltd* - Mumbai, India

- Led product storytelling, content strategy, and GTM planning for 30+ product lines, aligning product messaging and positioning with B2B/B2C buyer personas across the funnel
- Spearheaded roadmapping, strategic planning, and requirements gathering to ensure alignment with product goals, market trends, and customer demands, optimizing product lifecycle execution
- Created product-focused campaigns across paid and owned channels to drive awareness (+12%) and reduce inventory (-20%), tailoring messaging to product-market fit and customer needs
- Partnered with product, sales, and marketing teams to align KPIs and improve cross-functional execution across customer touchpoints, informing messaging, UX, and omnichannel GTM efforts—contributing to a 15% sales lift

### SME – Technical Content Writer

Sept 2016 to Jul 2018

*Packt India Pvt Ltd* – Mumbai, India

- Managed the production of 100+ technical titles, aligning content with audience needs and improving delivery efficiency by 30%
- Led cross-functional teams using Scrum methodology, facilitating planning, daily stand-ups, and retrospectives to improve collaboration and ensure timely content delivery
- Coordinated with internal stakeholders and technical authors to ensure content quality and audience alignment across all releases

## EDUCATION

### Pace University, Lubin School of Business

New York City

Master of Science MS in Marketing Analytics (STEM)

May 2024

Awards: Department Excellence Award, Beta Gamma Sigma Honor Society, Summa Cum Laude

### V.E.S Institute of Technology

Mumbai, India

Bachelor of Science in Engineering, Electronics and Telecommunications

## TECHNICAL SKILLS

- Product Marketing:** Messaging Frameworks, Go-to-Market, Personas, Campaigns, Feature Adoption, Copywriting, Canva, Adobe Creative Suite, Email
- Research & Analytics:** Qualtrics, SPSS, R, SQL, Tableau, MRI Simmons, Nielsen, Survey Analysis, Excel
- Marketing Tools:** HubSpot, Salesforce, Google Analytics, SEO, Wunderkind, Microsoft Suite

## CERTIFICATIONS

Adobe Analytics (LinkedIn Learning), Looker Studio (LinkedIn Learning)

## PROJECTS

---

- **Predictive Analytics using R:** Developed a predictive model to forecast customer satisfaction for an airline, utilizing regression analysis and time series trends to identify key drivers and optimize service strategies
- **Digital Marketing Strategy:** Designed a paid search and SEO strategy for a UK toy store, leveraging consumer behavior insights and keyword research to improve search engine rankings and visibility
- **Product Development:** Designed a smart ring product strategy under the Apple brand, identifying market fit and outlining key features for entry into an existing wearables market.
- **Consumer behavior:** Analyzed user adoption of audio streaming platforms in the U.S. market, identifying key drivers influencing platform preference and usage patterns.

## PROFESSIONAL AFFILIATIONS

---

**AMA (American Marketing Association):** DEI and Events Committee, Member