

Aditi Rana

24 years | Product Manager | Marketer | Entrepreneur | Teacher | Martial Artist
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PROFESSIONAL SUMMARY

Product Manager with **2+ years of experience** driving **user-centric solutions** and delivering **profitable outcomes**. Leveraging **4.5 years of expertise** in **content strategy, branding, and marketing**, I transitioned from marketing to product management, combining **business insights** with a **deep understanding of user needs** to create **impactful experiences**.

Previously collaborated with leading brands like **PrepLadder (acquired by Unacademy)**, **TVF**, and **Unacademy**, along with startups like **SHOEGR** and **North Indian food chains**, managing projects ranging from **full-page ad campaigns** to **social media strategies** and **branding initiatives**. Recognized for crafting strategies that **drive growth**, I was invited to transition into product management to leverage my ability to align **product goals** with **user expectations**.

Skilled in **product lifecycle management**, **user research**, and **cross-functional collaboration**, I excel at creating solutions that bridge **marketing** and **product** to achieve **business growth** and **user satisfaction**.

KEY SKILLS & COMPETENCIES

- **Leadership & Collaboration:** Team Leadership, Cross-Functional Collaboration, Agile Methodologies
 - **Business Strategy:** Data-Driven Decision Making, Marketing Strategy
 - **Product Management:** Product Strategy, Feature Road mapping, Azure DevOps
 - **Technical Skills:** Google Analytics, PowerBI, Figma, Microsoft Office Suite
 - **Content Management:** Copywriting, Content Marketing, Social Media Strategy, SEO
 - **UX/UI Design:** User Experience Optimization, In-App Content Development
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PROFESSIONAL EXPERIENCE

Product Manager

Bajaj Finserv Health | Pune, India | March 2023 – Present

- **Optimized the Fitness journey** by identifying flaws and leading **UX initiatives**, achieving a **58% reduction in drop-off rates** and a **38% increase in customer satisfaction**.
- **Spearheaded the Cult.fit integration project**, overcoming a **5-month delay** by streamlining front-end and back-end implementations, resulting in **accelerated time-to-market** and a **significant boost in user engagement**.
- Enhanced the **user journey**, driving a **34% growth in bookings** and a **28% increase in user engagement** through strategic improvements.
- **Introduced key feature enhancements**, leading to a **30% increase in repeat bookings** and a **25% boost in service utilization rates**.

Achievements:

- **Identified monetization opportunities** for Fitness as a stand-alone feature and successfully pitched the concept to the CBO, transforming it into a **profitable revenue-generating model**.

Manager, Content Marketing

Bajaj Finserv Health | Pune, India | November 2022 – April 2023

- **Developed an in-house AI tool** to automate content processes, resulting in a **60% increase in operational efficiency**.
- **Designed and executed a content strategy** that boosted site traffic by **30%** through **SEO-optimized blog posts**.
- **Created UX/UI content** for mobile apps, leading to a **25% improvement in user retention rates** and a significant reduction in drop-off.
- **Scripted over 45 videos**, driving an **80% surge in video engagement** and improving audience interaction.
- **Managed social media campaigns**, achieving a **57% increase in follower engagement** and enhancing brand visibility.

Achievements:

- **Developed an in-house AI tool** for content automation, significantly enhancing operational efficiency.
- **Led business communications** for Bajaj Health, achieving improved stakeholder engagement and collaboration.

Junior Content Writer

Brand Th3ory | Mohali, India | October 2020 – September 2022

- **Managed social media strategies** for leading brands including **Unacademy, Snapchat, and TVF**, driving a **35% increase in engagement**.

Achievements:

- **Created high-impact ad campaigns** for leading Indian newspapers, driving a **35% increase in product sales**.
- **Awarded Employee of the Month** in October 2021 for exceptional performance and contributions.
- **Crafted ad copy and video content** for brands like **The Hindu** and **The Times of India**, achieving a **20% improvement in response rates**.

EDUCATION

Panjab University

Bachelor of Arts (BA) | Chandigarh, India | August 2018 – July 2021

Majors: Psychology, Economics, Sociology, English

CERTIFICATIONS & TRAINING

- Agile Project Management (Scrum Fundamentals)
- Google Analytics Certified
- Certified in Content Marketing and SEO