SHIFA DAVIS

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Objective *:* *Experienced product manager and leader, skilled at launching growth campaigns to drive business improvement and customer experience. Looking forward to building and improving products that increase customers, revenue and impact society.*

WORK EXPERIENCE

S.T. Consultancy Services
Product Manager

- Introduced B2B Payroll/Billing Implementation and Training Product and Service Line which **increased in revenue by more than 120%;** serving Hospitals, State Government and Educational Institutions
- **Effectively communicating with stakeholders and partners** for faster service provisioning; resulting in an average yearly increase in client acquisition by more than 80%
- **Maintain customer empathy**; resulting in **90% client retention** year over year (yoy)
- **Conducted A/B testing** of advertising and referral campaigns; resulting in referral campaigns **increasing customer acquisitions by more than 50%**
- Conduct **market research and define GTM strategy, pricing,** timelines and drive product roadmap to launch new client product and service offerings.
- **Effective Time Management**/Sense of Urgency; Dealing with several time sensitive and strict deadline related work, return filing, overseeing preparation of project reports for banking purposes, etc.
- Expanded client base by providing **remote assistance to clients** resulting in acquiring clients located elsewhere.
- **Interview over 200 clients to define user requirements**, identify pain points, define product features, and develop product roadmap
- Design and launch MVP to troubleshoot any issues, pertaining to billing software (SaaS) of several institutions of the state government, resulting in obtaining these state government institutions as clients.
- Serve organizations tax requirements and business needs by filing quarterly tax returns, etc
- Conduct product analysis, define KPIs/product metrics to consistently improve client service and products

EDUCATION

Annamalai University   2020
MBA – Information Systems

Jaypee University of Engineering and Technology   2015
Masters – Computer Science & Engineering

Madhav Institute of Technology and Science   2013
Bachelors – Computer Science & Engineering

WORKSHOPS/ SEMINARS/ CERTIFICATES

- Certification Course on Product Management
- INTERNATIONAL WORKSHOP on Intelligent Approaches For Object Oriented Modelling In Component Based Software Engineering: Participated Twice
- NATIONAL WORKSHOP on Advancement in Network Communication and Security
- Seminar on Basics of Cloud Computing
- Certification Course on MySQL

SKILLS

Product Management: User Requirement, Product Roadmap, Kanban, Excellent written & verbal communication, Excellent interpersonal skills, Leadership, Stakeholder Management.
Familiarity: JIRA, Axure, Figma.
Technical Languages: Django, Python, Familiarity: MySQL, HTML, CSS
Language: English (IELTS Score: 7; 2013), Hindi, Malayalam