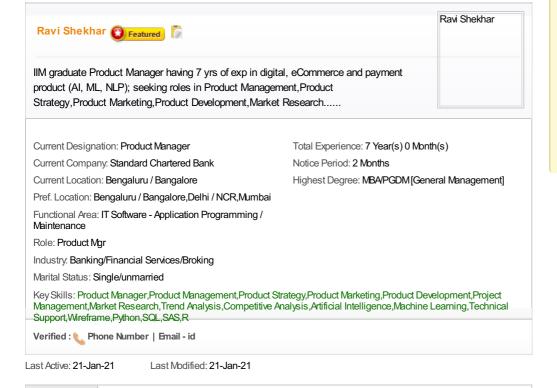


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Summary

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Result oriented professional with experience in Product Management, Product Strategy, Product Marketing, Product Development, Project Management, Market Research, Trend Analysis, Competitive Analysis, Artificial Intelligence, Machine Learning, Wireframe, Python, SQL, SAS, R....

Work Experience | Education | IT Skills |

Work Experience

Standard Chartered Bank as Product Manager Jul 2019 to Till Date

Drove and developed Card payment product to successfully increased \$1.5Mrevenue Supervised a team of 10 members, their day-to-day work to successfully deliver Payment Product Managed digital analytics payment product with Machine Learning & Chatbot enabled features Created new recommendation feature in payment product; increased revenue & traffic X times Augmented managerial, presentation and communication skills to generate new revenue sources Supervised and enhanced new features in digital payment product to make it customer centric Lead and optimize marketing, growth and go-to-market efforts including overseeing the website, marketing collateral, weekly email campaigns, user behavior analysis, CLTV, AARRR (user journey) Developed product strategy for banking instruments; Identified new market segments and opportunities for increasing digital and analytical product, focusing on use of Al and ML Prioritized the customers need, market trends and competitors strategy to build digital product Coordinated with strategy, engineering & senior stakeholders team to develop new products; identified gaps and suggested solutions by analyzing impact of change with existing structure Managed the entire product development cycle from concept to launch to transform business Resourceful in providing guidance on strategy, policies and planning for long-term sustainability

Tata Consultancy Services (TCS) as Assistant Product Manager Nov 2017 to Jun 2019

Drove Product Team for acquisition of Banking Analytics Product of worth? 1.2 crores Got many achievement/appreciation mails from TCS Banking Analytics head and Account Manager for successfully developing new product and its extraordinary delivery Successfully build & managed new product team from scratch consisting of 5 Product Managers Supervised and developed a product (website and mobile) using Machine learning and A Expert in the entire lifecycle of enterprise software product management including market research and customer analysis, persona generation, prototyping to wireframes and execution Enhanced transaction and customer profiling feature which decreased time in customer journey Contributed to the overall product management roadmap across platforms keeping in mind the short-term, medium-term and long-term interests of the company Helped in architecting product strategy and created differentiation in product offered to client Worked closely with cross functional teams and seek their input on key project decisions Assisted client in defining scope of a product, effort and cost estimate, and designing documents

Important

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Capgemini, as Associate Consultant Feb 2014 to Jun 2015

Got Letter of Recommendation for leadership skills, profit making, delivery excellence, etc. Developed travel portal product (web and mobile) & monitored campaigns to increase revenues Automated synchronization process by developing product which saved effort of 150 man hours

- Infosys as System Engineer Aug 2011 to Feb 2014
 - ? Worked for Apple Inc. (Client) to develop iPad and iTunes products using Xcode, Objective C, Java
 - ? Evaluated products values using A/B testing, Retention rate, CLTV, Customer Satisfaction Score

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Education

UG: B.Tech/B.E (Electronics/Telecommunication) from Jaypee Institute of Information Technology, Noida in 2011

PG: MBA/PGDM (General Management) from Indian Institute of Management (IIM), Udaipur in 2017

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IT Skills

Skill Name	Version Last Use	ed Experience
Balsamiq, Wireframe, Evergage		
Jira, R, Python, SQL, SAS		
MACHINE LEARNING	2020	6 Year(s) 0 Month(s)
NLP	2020	4 Year(s) 0 Month(s)
Artificial intelligence	2020	3 Year(s) 0 Month(s)

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Languages Known

Language	Proficiency	Read	Write	Speak
English	Expert	✓	✓	✓
Hindi	Expert	✓	✓	✓

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Affirmative Action

Work Authorization

Physically Challenged: No

Job Type: Permanent / Temporary Employment Status: Full Time, Part Time

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