

RABIYATHUL BASARIYA B

Product Management

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[Rabiyathul Basariya](#)



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SUMMARY

As an MBA candidate with a focus on product management and experienced in identifying market gaps and user pain points, and skilled in translating these insights into innovative product solutions. I am passionate about leveraging data-driven decision-making to deliver impactful product outcomes. I am eager to contribute to product innovation, enhance user satisfaction, and drive overall business growth in a dynamic environment.

EDUCATION

| | |
|--|-------------|
| MBA – Business Analytics & Marketing | 2023 – 2025 |
| Adithya School of Business Management, Anna University | |
| B.Com with Computer Application | 2018 – 2021 |
| Lady Doak College, Madurai Kamaraj University | |

SKILLS

- Agile Methodology
- Empathy
- Product Design and Development
- Effective Communication
- Market Research
- Problem Solving
- Cross-Functional Leadership
- User Experience (UX)
- Strategic Thinking

PROFESSIONAL EXPERIENCE

SBNA software Solution | Business Analyst

July 2024 - Present

- Provide product development updates in daily status meetings.
- Lead development team to ensure clear understanding of product requirements.
- Use Jira for task scheduling, roadmaps, and tracking progress.
- Create documentation for each phase of the product lifecycle.
- Perform manual testing and develop test cases to ensure product quality.
- Prepare website content to enhance user engagement.

File Handler / Sales Executive - Apple Holidays

Nov 2022 - May 2023

- Led B2B service initiatives, managing client communications.
- Coordinated cross-team collaboration for seamless service delivery.
- Marketed travel packages, enhancing customer satisfaction.

PERSONAL PROJETS

Google Maps Group Trip Feature

Proposed a “Group Trip” feature for Google Maps to enhance real-time tracking, notifications, and location pinning, aiming to improve group trip coordination and user engagement.

YouTube Channel Search Feature

Designed a search bar feature for YouTube channels, reducing search time and enhancing user satisfaction. Conducted a user survey where 80% of respondents expressed high engagement potential for the feature.

ACADEMIC PROJECT

Done a Project on “A Study on Customer Loyalty Towards Reliance Jio Network in Madurai City.”

CERTIFICATIONS

- Product Management
- Product Launches Micro - Certification
- Digital Product Design Fundamental
- Product Roadmapping Micro - Certification
- Intro to Project Management by Google
- Product Analytics Micro - Certification
- Technology for Product Managers
- AI for Product Management

AWARDS

Emerging CEO

Recognized as an Emerging CEO for exemplary leadership and contributions within the college.

LANGUAGE

- English
- Hindi
- Tamil