

# Sheetal Roman

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## SKILLS

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- Product Management: Agile practices, Scrum Framework, Backlog prioritisation, Data analysis
- CX Analytics: Content Square, Medallia
- CMS: Adobe Experience manager (AEM), DAM
- Tech Stack- HTML, CSS, Javascript
- Wireframing: Figma
- Project Management tools: Azure DevOps, Jira, Confluence, Trello
- Product Monitoring: New Relic, Google Analytics, Google Search Console, Dareboost, Lighthouse
- Strong communication, attention to detail, Stakeholder management, Vendor Management

## EXPERIENCE

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**BAJAJ FINANCE LIMITED**, Pune, India

10/2021- 01/2025

### Unit Manager - Digital Platforms (App and Web)

- **Driving Digital Growth:** Led product strategy and delivery for web and mobile financial solutions, achieving improved customer satisfaction and business impact through agile practices. Optimized decision-making by utilising data analysis techniques and advanced Microsoft Office Suite.
- **Strategic Product Ownership:** Led products under loan portfolios (personal loan, gold loan, loan against securities) handling product lifecycle, defining product scope, and creating & redefining product backlogs, sprint backlogs, and sprint planning—to ensure incremental value delivery, regulatory compliance, and 30% boost in user retention & 10% increase in conversion rates.
- **Customer-Centric Strategy:** Translated and tracked insights from Medallia, Contentsquare, and VOC data into roadmap features. Improvement in DCX score increased user engagement in Gold loan by 25%, personal loan by 20%.
- **Data-Driven Platform Optimization:** Monitored and improved KPIs including traffic, OTP triggers, session duration, bounce rates, and Core Web Vitals using Google Analytics, Lighthouse, and New Relic.
- **Digital Presence Optimization for the Organisation:** Directed Google My Business (GMB) strategy for listings and revamped GMB microsites, enhancing local discoverability and customer engagement for 6000+ BFL branches in India.
- **Website Transformation:** Launched a modernized corporate website, improving traffic by 25% as well as rankings and customer experience through collaboration across agile teams. Demonstrated clear communication with stakeholders.
- **Technology and Vendor Oversight:** Led end-to-end lifecycle of internally used vendor software—driving enhancements, daily maintenance, bug tracking, and issue resolution through close coordination with external partners and internal teams to ensure stable, scalable delivery.
- **Emerging Tech Enablement:** Delivered and scaled AI voice bots, IVR systems, and Rapid Lead Response automation, contributing to a 30% boost in lead conversion rates.

**BOARD INFINITY**, Mumbai, India

01/2021 - 09/2021

### Program Manager

- Led program definition, planning and drove entire operations. Established excellent work relations with different functional teams, team leaders, internal and external partners.
- Increased customer base from 10 to 300+ for a newly launched personalized program. Improved customer satisfaction by recording and analysing voice of customers through NPS scores.
- Implemented continual improvement to enhance the quality of the deliverables of the program. Monitored and reported progress in various programs with new initiatives and insights.

## EDUCATION

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**Balaji Institute of Management & Human Resource Development**, Pune

2019 - 2021

MBA, Operations and Supply Chain Management

**Dr. D. Y. Patil Institute of Engineering, Management and Research**, Pune

2013-2017

B.E., Mechanical Engineering

## ADDITIONAL INFORMATION

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### Certifications:

- **Certified Scrum Product Owner (CSPO) – Scrum Alliance** | April 2025
- Adobe Target Foundations | April 2025
- Adobe Experience Manager Foundations | March 2025
- Agile Project Management by Google | July 2023
- DevOps Essentials by IBM | August 2023

### Achievements:

- New Standard Award - Bajaj Finserv