SHIVA KUMAR KONDALA

Product/ Project Manager | Product Marketing | Consultant | Analyst

+91-9705366960 | shiva.kondala@gmail.com | [LinkedIn](#) | India

PROFESSIONAL SUMMARY

Results-driven **Product Associate** with **4+ years of experience** in defining user journeys, developing product roadmaps, and driving cross-functional collaboration to deliver high-impact solutions. Adept at **backlog prioritization, agile methodologies, and data-driven decision-making** to enhance customer experiences. Proven ability to **translate business requirements into technical specifications**, working closely with **design, development, and marketing teams**. Passionate about **user research** and **hypothesis-driven experimentation**.

PROFESSIONAL EXPERIENCE

CONSULTANT (FREELANCE) - I M CONSULTANCY - INDIA - May 2025 – Present

- **Optimized production and sourcing workflows** for Mayvel Industries, identifying process bottlenecks and aligning supplier operations to improve efficiency and long-term scalability.
- Advised CCU International (UK) **on market entry strategy** for carbon capture technologies in India, conducting in-depth research on **government, industrial, and CSR partnerships** to shape go-to-market plans.
- Partnered with G3 Media on the **NEUGO Bus project,** providing strategic input on **branding, ecosystem partnerships, and customer acquisition channels** to enhance market positioning and launch impact.

PRODUCT ASSOCIATE - BARCLAYS - UNITED KINGDOM - July 2023 – January 2025

- Defined **product roadmap & strategy** for corporate payment platforms, improving operational efficiency by **30%.**
- Developed detailed **user personas and segmentation strategies** to optimize product adoption for **25,000+ clients**.
- Led **backlog grooming,** working closely with engineering teams to ensure seamless feature rollouts and enhance the customer journey.
- Partnered with UX/UI designers to refine **user flows**, ensuring seamless onboarding and migration.

EVENT MARKETING ASSOCIATE (PART-TIME) - EMSONS LTD - UNITED KINGDOM - September 2022 – April 2023

- Executed **25+ multi-city promotional events** across the UK for BT & EE's broadband, TV, and mobile bundles, boosting customer engagement and product visibility.
- Generated **1,300+ qualified leads and 250+ new plan activations**, supporting regional growth targets and improving conversion funnels.
- Conducted **on-site customer feedback studies**, identifying pricing and setup pain points that informed **UX enhancements.**

DIGITAL MARKETING INTERN - YMGRAD - INDIA - June 2021 – July 2021

- Utilized Mailerlite tool to effectively reach and engage with a consumer base of over 15,000.
- Developed and designed 50+ posts for social media and YouTube using Canva and elevated engagement by 60%.
- Executed keyword generation, crafted internal links for on-page SEO, and curated backlinks through listicles for off-page SEO.

BUSINESS DEVELOPMENT ASSOCIATE - SWANKIES BISCUITS - INDIA - September 2020 – May 2021

- Established strategic alliances with providers and developed a tailored customer-centric strategy for acquisition and retention, resulting in a 20% increase in revenue within three months.
- Evaluated competitors' branding and pricing strategy to identify market trends and market gaps.
- Demonstrated proficiency in upholding professionalism during engagements with stakeholders, culminating in an 85% satisfaction rate among both internal and external collaborators.
- Reduced project alteration requests by 35% through thorough gathering of business requirements.
- Designed and produced compelling website content using WordPress, resulting in a notable 10% increase in site engagement.

SOFTWARE ENGINEER/APPLICATION ANALYST - TECHMAHINDRA LTD - INDIA - April 2018 – August 2020

- Executed **cloud migration** for **1,000+ tenants**, optimizing database performance using **SQL and Postman.**
- Realized cost savings exceeding 10 million dollars for the client through efficient project management and oversight of the entire migration process.
- Created an **issue repository (Confluence)**, reducing resolution time for **40-50 issues**.

EDUCATION

UNIVERSITY OF STRATHCLYDE - GLASGOW, UNITED KINGDOM - September 2021 – November 2022
MSc Business and Management
- **Key Modules**: Consulting in Practice, Business strategy and operations, Marketing Management, Demand Forecasting, Root Cause Analysis, and Strategy Modelling.
- **Thesis**: "Factors affecting the conversion rate of consultants with startups and how to mitigate them."
- **Achievements** – Strathclyde International Students Scholarship, GPA: 2:1.

KEY SKILLS

Project Planning	Product Management	Business Analysis
Quality Management	Change Management	User Experience
Requirement Analysis	Data Reporting	A/B Testing
Software Development Life-cycle(SDLC)	Waterfall & Agile Methodologies	MixPanel

Technical Skills - SQL, Microsoft Office suite, Python.
Tools – Miro Vision, Power BI, JIRA, Mix Panel, Salesforce, Microsoft Office 365 tools, and Google Analytics.
Certifications - Atlassian Agile Project Management Professional Certificate, Google Analytics (GA4) Certification, Prompt Design in Vertex AI, Build Real World Applications with Gemini and Imagen from Google.

LEADERSHIP EXPERIENCE

- **President** - Strathclyde International Employment Group. **October 2021 - November 2022**
- **MBM Programme Representative** - University of Strathclyde. **October 2021 - November 2022**
- **Marketing and Communication Associate** - TEDx University of Strathclyde. **October 2021 - November 2022**
- **Secretary** - Andhra University - Association of Mechanical Engineering Students. **March 2015 - March 2017**

INTERESTS & ACTIVITIES

Business Operations, Business Strategy, Marketing, Customer Experience, Strategy, Consumer Behavior, Analytics, and Branding.