

SHIVALI RANKA

Associate Product Manager

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EDUCATION

Indian Institute of Management

Master of Business Administration; **CGPA:** 9.4/10

Raipur, India

December 2023 - Present

Symbiosis International University

Bachelor of Technology in Information Technology; **CGPA:** 8.29/10

Pune, India

July 2016 - April 2020

SKILLS

Core Competencies: Product Strategy, Roadmapping, Root Cause Analysis, Wireframing, Feature Prioritization, PRD, RCA, A/B Testing, Product Lifecycle Management, Market/User Research, UAT

Tools: JIRA, Notion, Figma, Postman, Google Analytics, Excel

Technical: JavaScript, SQL, GitHub, Bitbucket, CMS, CRM, WooCommerce, UI/UX

Soft Skills: Communication, Stakeholder Management, Collaboration, Problem Solving, Cross-functional Teamwork, Design Thinking, First Principles Thinking

Certifications: Google AI Essentials, Product Discovery Micro-Certification, Professional Certificate Program in Product Management, Gen AI PM Hackathon 2.0, AI for Product Managers Workshop

WORK EXPERIENCE

Swastika Investmart Ltd.

Associate Product Manager

Indore, India

April 2025 – Present

- Led the end-to-end design and execution of a self-serve **Dormant Account Reactivation Journey (DIY)** on the mobile app, improving user engagement and reducing dependency on RM-led interventions.
- Defined and implemented **WebEngage instrumentation and funnel tracking**, enabling data-driven segmentation and targeted lifecycle campaigns for dormant users.
- **Improved WhatsApp recommendation delivery** by optimizing messaging logic and client segmentation, resulting in more contextual and timely nudges to increase activation and trade intent.
- Spearheaded **Jarvis CRM upgrades for the B2B acquisition team**, streamlining partner onboarding flows, enhancing lead visibility, and reducing manual tracking overhead.

GO MO Group

Sr. Front-end Developer (Website Product Owner)

Pune, India

March 2022 - January 2025

- Owned the end-to-end delivery of **20+ responsive, conversion-optimized WooCommerce-based B2B SaaS websites** by collaborating cross-functionally with design, analytics, SEO, and engineering teams.
- Defined and prioritized the website product roadmap, driving improvements in accessibility, UX, and Core Web Vitals, resulting in significant uplift in site performance and measurable impact on sales conversions.
- Streamlined project delivery by introducing a structured **process improvement framework**, optimizing workflows and reducing bottlenecks, leading to a 20% increase in cross-team efficiency.
- **Pioneered the integration of GPT-powered automation** across content and metadata workflows, reducing manual effort by **95% (alt tag plugin)** and **55% (metadata entry)**. Recognized by leadership with a **performance award** and client-facing commendation on LinkedIn.

OrderStack

Frontend Developer (Website Product)

Mumbai, India

February 2022 - March 2022

- Worked on **optimization and accessibility features** of websites, **improving web performance by 30%**.
- Created **low-fi wireframes and decks in Figma** to visualize user flows, enhance stakeholder communication and align design with product goals.

Optum, UnitedHealth Group Inc.

Software Engineer

Hyderabad, India

August 2020 - November 2021

- Developed and maintained **5+ responsive, user-friendly websites**, improving load time by 30%.

PERSONAL PROJECT

<https://shivali-ranka.netlify.app/>

Product Teardowns, Case Studies

- Conduct product teardowns, solve structured case studies, and build MVPs to enhance product sense and strategic thinking.

EXTRACURRICULAR ACTIVITIES

- Attended **#ProductCon conference** in London by Product School, Online-mode, February 2025
- Participated in **Product case competitions** organized by Unstop.
- Active member of the **Corporate Outreach Committee, IIM Raipur**.

ACHIEVEMENTS

- Awarded '**Star Performer**' for three consecutive months for excellent performance and dedication in GO MO Group, Digital marketing agency.
- Developed a website within a tight timeline of two weeks and was commended by GO MO's Managing Director for its outstanding UI/UX post-launch.
- Developed GO MO's first automation tool, reducing implementation time from 7-8 hours to under 5 minutes. Received a **certificate** for this innovation, significantly improving operational efficiency.
- Published Research Paper: *A Real-time Continuous Sweeping Strategy for Multiple Cleaning Robots, Solid State Technology* (Scopus Indexed), Vol. 64 No. 2 (2021). Co-authored research on optimizing cleaning robot strategies for automated area sweeping and disinfection.