

# AKANKSHA GARG

## PRODUCT MANAGER

### CONTACT

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Los Angeles, CA



/akankshagarg12



### EDUCATION

**M.A. / Strategic Public Relations**

University of Southern California  
2010 – 2012

**B.A. / International Studies**

UCLA  
2006 – 2010

### EXPERTISE

Prioritization

Roadmap Planning

People Management

E-Learning

Project Management

Copy Writing

Technical Documentation

Problem Solving

Cross-functional Collaboration

Persuasive Presentation

### PROFILE

Accomplished product manager with proven success leading teams, launching new products and refining existing products. Ample experience in both B2B and B2C markets, across a wide range of industries, company sizes and complex use cases. Seeking a strategic and challenging product management role in a dynamic organization that values teamwork, camaraderie, transparency and collaboration.

### PROFESSIONAL EXPERIENCE

#### HEAD OF PRODUCT

CyberU | Santa Monica | January 2016 – Present



*CyberU is an online learning start-up with a modern, e-commerce marketplace catering to both consumers and enterprise.*

- Within one year, launched alpha, beta and go-live versions of the product
- Collaborate with Technology, Business Development, Content, Strategy and Operations to ensure product success for all teams
- Responsible for owning product vision, prioritizing roadmap and creating requirements for all features added to the product
- Manage product and development resources overseas in Ukraine for a full refactor of back-end and front-end architecture
- Coordinate Agile/Scrum ceremonies such as daily stand-up, backlog grooming and retrospectives
- Create designs and specifications for a fully mobile-responsive application with multi-device support
- Fulfill role of QA by conducting both manual and automated testing
- Conduct regular user testing of new features using surveys, focus groups and prototypes created with Invision, Photoshop and Balsamiq
- Respond to and catalog all customer feedback gathered from Doorbell, an in-app user feedback tool
- Manage manual and automated emails using MailChimp, including A/B testing, tracking click/open rates & using HTML/CSS for design updates
- Collaborate with external PR agency to formulate internal and external messaging for both B2C and B2B CyberU products
- Use AWS to manage content; add, edit and delete metadata files
- Use Postman to interact with APIs and make GET, PUT and POST requests
- Utilize Google Analytics for statistics on high- and low-traffic features, typical behavioral flows, bounce rate and browser/device usage
- Monitor New Relic for site performance, downtime and load testing
- Integrate with Stripe to track transactions and refunds
- Compile monthly/quarterly finance reports to determine customer payout and software capitalization
- Work closely with Legal team to regularly update Terms of Service and Privacy Policy documents
- Contribute to interviewing and hiring for open positions on all teams
- Report directly to CEO of Cornerstone, of which CyberU is a wholly-owned subsidiary

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## PRODUCT MANAGER

### SKILLS & TOOLS

MS Office  
Wireframing  
HTML + CSS  
JavaScript  
Photoshop  
Google Analytics  
Agile Tools (JIRA)  
Postman  
Confluence

### ACTIVITIES

LA Chapter Co-Chair  
Product Tank

Apprenticeship Mentor  
SPARK

Front-End Web Dev Student  
General Assembly

Product Consultant  
Self-employed

### INTERESTS

Bollywood & Salsa Dance  
Adventures & Travel  
Food & Tea  
Books & Writing

### PROFESSIONAL EXPERIENCE

#### LEAD PRODUCT MANAGER

Cornerstone | Santa Monica | 2012 – 2016

*Previous Positions: Senior Product Manager, Product Manager*



*Cornerstone is an enterprise HCM SaaS company with over 3,000 global clients.*

#### Product Highlights:

- **Learning (LMS):** Lead Product Manager for Cornerstone's largest & most successful product with nearly 2,500 clients and over 90% retention rate.
- **Growth Edition:** Led complete re-launch of Cornerstone's HCM solution for small businesses; managed overseas development across Santa Monica, Tel Aviv and Auckland.
- **Core / Innovation:** Led a company-wide initiative to "consumerize the enterprise" by creating an extensive style-guide, approving feature designs across all products, and ensuring 508 Compliance.
- **Recruiting:** Launched a brand new product from scratch; contributed to the entire product lifecycle, from initial concept to successful release.

#### Roles and Responsibilities:

- Prioritized product roadmap for upcoming releases and made final decisions about which features are included
- Presented new product initiatives and vision to customers, prospects, and industry analysts
- Fulfilled role of Product Owner in the Agile/Scrum process
- Researched market and technology trends, competitors, and industry analyst feedback to inform product design
- Collaborated with User Interface and User Experience designers to create final product mockups
- Worked closely with an external digital agency to conduct user testing and develop wireframes
- Adapted requirements and feedback into full functional specifications for development and QA teams
- Created client-facing documentation for marketing and release communications
- Communicated with clients to gather feedback on product enhancements
- Managed two Product Managers on day-to-day responsibilities, work quality and professional development
- Led and presented deep-dive sessions at Convergence, Cornerstone's annual client conference, with over 2,000 attendees

#### LEARNING AND COMMUNICATIONS ASSOCIATE

The Walt Disney Company | Glendale | 2010 – 2012



- Collaborated with internal/external partners to develop courses
- Created surveys, collected data and analyzed results to compile reports
- Created communication plans/timelines for workshops and training
- Planned and executed logistics for weekly events for 10–100 people
- Worked extensively in the LMS to create courses, monitor course enrollment and compile post-event metrics