

Amrutha Bhatta

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Experienced and data-driven Product Manager with strong analytical abilities and passion for understanding customer emotions. Seeking a Product Management intern role to leverage my skills in data analysis and critical thinking to enhance customer experiences and develop products that truly resonate with user needs

EDUCATION

Northeastern University, Boston, MA

Jan 2023 – Dec 2024

Master's in Engineering Management

3.8/4.0

Relevant courses: Digital Product Design Management, Project Management, Economic Decision Making

Sri Venkateshwara College of Engineering, Bengaluru, India

Jul 2017 – Aug 2021

Bachelor's in Computer Science and Engineering

Relevant courses: Data Structures, Algorithms, Machine Learning, Computer Networks

SKILLS

Technical: PowerBI, Python, Excel, Microsoft Office Suites, SharePoint, PowerPoint, MS Project, JIRA, Confluence, Agile, Google Analytics, R Studio, Miro, Trello, Slack, SolidWorks, Tableau, Java, JavaScript, UX, SQL

Design tools: Figma (Expert), Adobe XD, Balsamiq, Canva, Axure, Sketch, Visio, Lucid chart

Certifications: Salesforce Certified Business Analyst

ACADEMIC PRODUCTS

Friendly911

Sep 2023 - Dec 2023

- Led a cross functional team in collaboration to develop “**Friendly911**”, a product designed to provide 1000+ Northeastern students with easier moving services
- Orchestrated advanced product management tools, including JIRA, Figma and Miro, brainstormed, to streamline product vision and strategy, product roadmap, process mapping, write user stories, use cases, designed wireframes, prepared a thorough MRD
- Interviewed 50+ target stakeholders to understand user personas, pain points, journeys, conducted market research and sizing
- Conducted competitive analysis on 20+ existing products, performed A/B testing to present findings, scheduled tasks, created change management strategies, documented a PRD and ensured the successful execution of the product
- Employed Python scripting to analyze data of 8000+ students, enabling data-driven decision-making, and continuous product growth by 10%. The clear and compelling product pitch secured first place, with recognition for the best speaker.

FreshPak Food Packaging

Sep 2023 - Dec 2023

- Led end-to-end project lifecycle, using Microsoft Project, from 100+ customer needs analysis, while multitasking with stakeholder engagement, actionable plans, qualitative research and market research to product development and design
- Defined and articulated comprehensive job-to-be-done framework
- Utilized data visualization tools such as scatterplots, PowerBI for effective data representation of 200+ customer interview findings
- Validated hypotheses through data-driven analysis, addressing 10+ key constraints for the sustainable packaging solution
- Provided detailed presentation of revenue model for 1-5 years business plan including value proposition, customer segments, research and development, key resources, partners, cost structure, prototype and revenue streams to stakeholders

WORK EXPERIENCE

Amazon, Bengaluru, India | *Product Manager*

Mar 2022 - Nov 2022

- Collaborated with a high-performing Agile team to orchestrate entire product lifecycle, from initial concept, vision, Strategy, UAT and PRD development for successful launch of Panaroma, an Amazon HR product.
- Increased user satisfaction by 30% by incorporating user feedback resulting in quarterly launch of 6+ new features
- Implemented automated decision boards to track KPIs resulting in a 20% improvement in workflow efficiency
- Managed Quality Assurance initiatives by creating 30+ user stories to ensure project tracking, process improvement and management in JIRA reducing post-launch defects by 15%.

Responsive Media, Bengaluru, India | *Digital Product Marketing Associate*

Jun 2021 - Dec 2021

- Led a social media marketing team to help gain 40+ new client by digital campaigns and brand storytelling
- Increased revenue by 3X of previous year and gave results with minimal resources & capital spending
- Effectively managed the sprint planning, project budget, achieving a 10% cost reduction through strategic resource allocation, identifying potential risks and meticulous performance reporting.

LEADERSHIP

- Selected as the student ambassador, leading marketing, creating, presenting strategies & communication with diverse users