Anuja Yadav

Mobile: +91-8446749094 Email: yadavanuja039@gmail.com

LinkedIn: in/anuja-y-a2731312a

Project Manager | 9+ Years | Agile, B2C/B2B, Retail, eCommerce, Travel, Beauty, Banking & Finance

Project Manager with 9+ years of experience delivering digital solutions across Retail, Travel, Beauty, Banking & Finance, and Consumer Electronics domains. Skilled in Agile, SAFe, Jira, Jenkins, Figma, API integration, and CI/CD delivery. Proven success in managing cross-functional teams, streamlining releases, and driving end-to-end product launches across distributed environments.

Core Competencies

Scrum Master | Scaled Agile (SAFe) | SDLC & Product Lifecycle | Conflict Management | Stakeholder Management | Risk Management | Requirement Gathering | User Stories & Use Cases | Incident Management | Design Thinking | Analytical Thinking | Change Management | Retail (B2B & B2C)

Augmented Ally

Project Manager (Go Rentals)

Jan'25-Present

- Delivered 3 major products: an iPad app for staff to manage rentals, a renter-facing mobile app, and a web portal for handling bookings, payments, and user access
- Improved sprint velocity by 30% and cut planning defects by 25% by streamlining workflows in Jira, documenting user stories in Confluence, and collaborating on designs via Figma
- Managed end-to-end releases using CI/CD pipelines with Jenkins and deployed builds through TestFlight and Play Store, reducing release cycle times by 20%
- Actively tracked team performance using Agile metrics (velocity, burn-down/up), helping maintain a 95% on-time sprint delivery rate
- Worked closely with developers and QA to remove blockers, improve collaboration, and boost overall team throughput by 35%
- Applied Scrum practices to lead Agile ceremonies and ensure continuous alignment across product, design, and engineering

Jio (FYND)

Business Program Manager-2 (TIRA Beauty & RBL Brands) Nov'19-Jan'25

- Led end-to-end eCommerce launches for Gas Jeans, West Elm, Tiffany, and Hunkemoller, aligning with managing global client interactions across multiple time zones for compliance, design, development, UAT, and production support
- Managed the development and go-live of TIRA Beauty's website and mobile apps, integrating chatbots (AI-based), loyalty programs, hyperlocal delivery, and real-time inventory with Unicommerce
- Handled vendor onboarding and inventory automation via tools like Unicommerce, Vinculum, Ginesys, SFTP, and SMTP, enabling faster marketplace listings (Amazon, Myntra)
- Delivered Fynd Store's inter-store inventory sync, enabling 1000+ retail locations to offer seamless delivery from nearby stores for out-of-stock SKUs
- Directed Black Friday, Christmas, and Flash Sale readiness for live brands like BBW, Superdry, Aldo, and Mothercare, ensuring zero downtime and stable rollouts
- Streamlined delivery pipelines using CI/CD with Jenkins, accelerated iOS releases with TestFlight, and reduced approval bottlenecks through early InfoSec, legal, and compliance engagement
- Tracked sprint progress in Jira, improving team throughput by 40% and ensuring 95%+ on-time
- Reduced QA-to-production cycle time by 25% by aligning QA/dev handoffs, automated build releases, and improved change management processes
- Collaborated with globally distributed teams via Teams, Slack, and Zoom, ensuring seamless coordination, status syncs, and stakeholder reviews
- Aligned with UX/UI teams via Figma to deliver sprint-ready, visually aligned components across web and mobile platforms

Associate Project Manager(Schneider Electric, Luminous, Ceat Tyres) Sept'18- Oct'19

- Delivered full-cycle eCommerce projects for top Indian brands, ensuring on-time go-lives and business-ready platforms
- Acted as the primary liaison between client stakeholders and internal teams, leading to improved satisfaction and repeat business
- Coordinated cross-functional teams (design, development, marketing) to deliver high-performance digital storefronts tailored to brand needs
- Monitored project health using performance metrics and KPIs; provided actionable insights to enhance platform functionality and user engagement

Sears Holdings India

Build Specialist (Sears/Kmart)

Apr'17- Sept'18

- Managed and optimized product listings for Sears & Kmart across diverse categories, ensuring accuracy and consistency.
- Handled high-volume SKU management using Excel, CSV, and internal content management systems for seamless operations.
- Identified and resolved listing errors, collaborating with vendors and merchandising teams to enhance product accuracy and visibility.

WNS Global Services

Analyst (Shop Holidays)

June'15- Apr'17

- Created & executed detailed test cases for functional, regression & UI testing to ensure system functionalities working as expected
- Created summary reports, test documents & defect reports
- Worked in an Agile environment and attended daily stand-up meetings, sprint planning, and retrospectives.

Technical Proficiencies

- Project Management & Collaboration: Jira, Asana, Trello, Confluence, Microsoft Teams, Zoom
- Monitoring & Logging: New Relic, Coralogix, Sentry, Grafana
- Testing & API Tools: Postman, Webhooks
- Integration & Messaging: Kafka, Azure
- Version Control & DevOps: Version Control Systems, CI/CD, Deployment Pipelines
- API Integration: Webhooks, Kafka

Professional Certifications:

- Certified Scrum Master (Valid till 08/26)
- Certified SAFe Aligist
- Product Management from PM School (On-going)
- Google Project Management (6 courses) from Coursera
- IBM Generative AI: Prompt Engineering Basics from Coursera

Educational Qualification:

- PG Diploma in Banking & Finance
- B.Sc Chemistry from Pune University (2014)
- 12th -Maharashtra state board of Secondary and Higher Secondary Education (2011)
- 10th -CBSE (2009)