

MAYURI HARNE

PROJECT MANAGER & TEAM LEADER | 9+ YEARS OF EXPERIENCE

Pune, India | Mobile: +91-9637868749 | Email: mayuri.chaudhary29@gmail.com
LinkedIn: <https://www.linkedin.com/in/mayuri-chaudhary>

SUMMARY

A versatile leader with over 9+ years of experience spanning content management, project management, and digital strategy. Proven expertise in leveraging Agile and Scrum methodologies to enhance project execution and streamline workflows. Adept at driving cross-functional collaboration, leading teams to deliver measurable business outcomes, and optimizing processes to align with organizational goals. Skilled at managing strategies and operations, ensuring seamless alignment with marketing, IT, and stakeholder requirements. Guided and managed 500+ clients through two major corporate mergers.

KEY SKILLS

- Waterfall and Agile: Hand on experience in both Waterfall and Agile project methodologies
- **Operations & Strategy:** Deep experience in developing workflows, aligning initiatives with business objectives, and driving organic growth.
- **Agile Project Management:** Hands-on experience in facilitating sprints, backlog refinement, and Agile ceremonies. Familiar with Lean-Agile principles across multiple teams, using SAFe frameworks to ensure alignment, manage dependencies, and foster continuous improvement through Inspect and Adapt sessions.
- **Team Leadership:** Skilled in training and mentoring teams, enhancing productivity, and fostering collaboration.
- **Workflow Optimization:** Expertise in using tools like Jira, Trello, and HubSpot CRM to streamline processes and improve efficiency.
- **Stakeholder Management:** Proven ability to manage cross-departmental communication and stakeholder expectations. Familiar with optimizing value streams, collaborating with stakeholders to prioritize features and deliver solutions effectively, while maintaining a clear focus on business priorities.
- **Data-Driven Decision Making:** Leveraging analytics to monitor performance and implement strategic adjustments. Proficient in using Google Analytics and Tableau to track performance and derive actionable insights. Skilled in creating comprehensive reports that drive strategy adjustments and enhance business outcomes.
- **Strategic Thinking:** Ability to develop and implement long-term plans to increase brand and product awareness.
- **Quality Assurance:** Proficient in reviewing and documenting current processes based on client feedback and requirements and developing clear SOPs.
- **AI Knowledge:** Understanding of generative AI and its applications in marketing and search.

PROFESSIONAL EXPERIENCE

Project Manager | Spiceworks IT Solutions Pvt. Ltd

April 2023 – Sept 2024

- Managed Scrum teams for project operations, facilitating Agile ceremonies to improve team velocity by 30%.
- Managed Jira workflows for cross-functional projects, resulting in a 25% improvement in task transparency and resolution time.
- Managed the end-to-end project lifecycle, achieving a 45% increase in engagement and a 35% rise in website traffic by aligning initiatives with SEO best practices.
- Partnered with IT teams to integrate automation tools, reducing repetitive tasks by 20% and enabling teams to focus on strategic priorities.
- Coordinated sprint planning and retrospective sessions, ensuring seamless alignment between content, marketing, and product teams.
- Created and maintained comprehensive project documentation, including requirements, design documents, and test plans.
- Actively participated in sprint planning and backlog grooming sessions to refine user stories and ensure their readiness for development.
- Collaborated with product owners and stakeholders to ensure user stories were clear, concise, and met user needs.
- Played a key role in defining and prioritizing user stories within the product backlog.

Assistant Manager – Projects & operations | Spiceworks IT Solutions Pvt. Ltd

July 2018 - March 2023

- Supported Scrum teams in backlog prioritization and sprint execution, leading to a 15% improvement in on-time task completion.
- Designed and implemented Standard Operating Procedures (SOPs) for workflows, enhancing team efficiency by 25%.
- Conducted Agile training sessions, resulting in a 10% increase in team proficiency with Jira and Agile methodologies.
- Directed editorial calendars, ensuring project milestones aligned with business objectives and delivering a 20% boost in audience engagement.
- Collaborated closely with cross-functional teams (development, design, QA) using Slack and Microsoft Teams.
- Created performance dashboards and reports, offering actionable insights that improved stakeholder decision-making.
- Led team training initiatives, empowering team members with the skills to handle end-to-end operations independently, improving team productivity by 15%.

AM - Operations & Project Co-ordinator | Martech Advisor

July 2017 - June 2018

- Led Agile-inspired project workflows for teams, achieving a 25% reduction in turnaround times for deliverables.
- Collaborated with IT and marketing teams to develop data-driven strategies, driving a 20% growth in audience retention.
- Built an influencer program, contributing to a 30% increase in brand reach and a 10% rise in brand authority.
- Managed a team of writers, providing mentorship and fostering innovation, which improved product quality metrics by 15%.

Sr Research Analyst | Martech Advisor (MTA)

March 2015 - June 2017

- Researched, analyzed, and interpreted market and operational data, presenting findings in clear, actionable formats.
- Compiled and analyzed statistical data using both modern and traditional research methods to ensure accuracy and relevance.
- Conducted thorough and reliable market research, including SWOT analysis, to evaluate strengths, weaknesses, opportunities, and threats.
- Provided competitive analysis, assessing companies' market offerings, identifying trends, and evaluating pricing strategies, business models, and sales methods.

EDUCATION

Bachelor of Technology (IT)

Government College of Engineering Amravati

TOOLS & TECHNOLOGIES

- Project Management: Jira, Trello, Confluence, Asana
- Analytics: Google Analytics, Tableau
- Content & SEO: WordPress, SEMrush, Adobe, SEOClarity
- CRM & Automation: HubSpot, Hootsuite
- Office Tools: Excel, PowerPoint, Word

CERTIFICATIONS

- Enterprise Design Thinking
- Google Project Management Certificate
- Fundamentals of Digital Marketing—Google
- Advanced Google Analytics
- SEOClarity Certified User