

**Name:** Rhea Kapoor  
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**Summary:**

Dynamic Product Manager with 5 years of experience leading product development from ideation to launch. Skilled in customer research, agile project management, UI/UX principles, and digital marketing strategies to drive user engagement and revenue growth.

**Skills:**

- Product Lifecycle Management
- Agile & Scrum
- Customer Research & User Testing
- UI/UX Tools: Figma, Adobe XD
- Digital Marketing: SEO, Google Ads, Social Media Campaigns
- Data Analysis: Google Analytics, Excel
- Cross-functional Team Leadership

**Experience:**

*Product Manager*

BrightTech Innovations — Mumbai

Jan 2020 – Present

- Led a cross-functional team of designers, developers, and marketers to launch a SaaS platform with 20k+ users.
- Conducted user interviews and A/B testing to improve onboarding flow, increasing retention by 12%.
- Collaborated with marketing team to create SEO and paid ad campaigns aligned with product launches.

*Associate Product Manager*

TechVista — Delhi

Jun 2017 – Dec 2019

- Assisted in backlog grooming and sprint planning.
- Coordinated UI/UX improvements based on user feedback.
- Supported digital marketing initiatives through analytics and campaign tracking.

**Education:**

MBA in Marketing, IIM Ahmedabad, 2017

B.Des in Visual Communication, NID Ahmedabad, 2014