**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