DIVYA BHARTI

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WORK EXPERIENCE

Peepul Tree   **Bengaluru, Karnataka**
D2C brand for local artisanal Handicrafts
Product Manager   December 2023 - Present

- Led the redesign of the company website and optimized checkout processes, increasing conversion rates by 432% and reducing cart abandonment by 25%.
- Enhanced search functionality, resulting in a 30% boost in user engagement and improved funnel performance.
- Developed customer lifecycle communication strategies and cross-selling initiatives via WhatsApp and email, increasing satisfaction scores by 35%, boosting AOV by 20%, and driving a 2.3x rise in CLTV.
- Implemented a Coupon & FOMO strategy, reducing bounce rates by 25%, increasing conversions by 15%, and enhancing retention by 20%.
- Built and automated dashboards for order tracking and marketing analytics, reducing reporting time by 50%, improving data visibility by 50%, while boosting on-time deliveries by 43%.
- Developed recommendation logic for personalized shopping experiences, projected to enhance user engagement and conversions by 30%.
- Built a seamless cancellation flow and automated the refund process using PAYU API, reducing manual interventions and improving user satisfaction.
- Streamlined user research methodology, cutting research time by 40% and increasing actionable insights by 50%.

Dubskill   **Bengaluru, Karnataka**
School of skills for kids
Product Manager   April 2023 - December 2023

- Revamped company website, enhancing user experience and increasing traffic and engagement by 20%.
- Spearheaded business expansion, achieving a 76% increase in market presence within 7 months.
- Managed 12 projects end-to-end, ensuring timely delivery and high-quality outcomes.
- Implemented strategic business plans, boosting operational efficiency by 30% and revenue streams by 25%.

Healofy   **Bengaluru, Karnataka**
Femtech-D2C brand for Pregnancy & Parenting
Product Lead   October 2020 - March 2023

- Developed a gamification plan, increasing cross-selling on the app from 5% to 40% within 20 days of launch.
- Automated repeat purchase journeys, raising repeat retention on the app from 4% to 35%.
- Launched iOS Healofy app in Jan 2023, achieving an app retention rate of 97%.
- Revamped the app user experience, reducing uninstalls from 31% to 14%.
- Implemented a new login flow, reducing user drop-offs by 30% and increasing complete user registration by 91%.
- Headed user research team of 6 members, translating insights into actionable strategies, contributing to increase in app user growth and rise in user engagement.

Flynote   **Bengaluru, Karnataka**
Travel Start-up for International Destinations
Associate Product Manager   July 2019 - September 2020

- Managed the end-to-end development and enhancement of travel solutions, driving ₹2.7 Crores revenue in 8 months.
- Led a cross-functional 10-member team to analyze destination data, design customer-centric experiences, and implement scalable travel recommendations.
- Developed features to improve customer engagement and optimized processes that tripled retention.
- Provided key insights for operational improvements by collaborating with stakeholders, conducting research, and training teams for seamless service delivery.

WaterScience,   **Bengaluru, Karnataka**
D2C Start-up for Shower & Tap Filters
Product Associate   April 2018 - June 2019

- Oversaw distribution operations across multiple regions, focusing on enhancing supply chain efficiency and driving a 3X increase in sales.
- Collaborated with marketing and sales teams to design and execute customer engagement strategies, leveraging data-driven insights.
- Spearheaded offline workshops and promotional campaigns to boost brand awareness, leading to increased customer acquisition.
- Developed scalable processes to support distributor management and improve sales tracking for better decision-making.

EDUCATION

ICFAI Business School   **Hyderabad, Telangana**
Master of Business Administration   June 2016 - February 2018

Birla Institute of Technology   **Patna, Bihar**
Bachelor of Administration   July 2013 - April 2016

SKILLS

- Product Management   ● Market Research and Analysis   ● Product Roadmapping ● Competitor Analysis ● UX Design ● User Research   ● User-Centric   ● Scrum Methodology ● Product Lifecycle Management   ● Agile Methodology ● Product Launch & Marketing ● A/B testing   ● Technical Writing & Documentation (PRD) ● Data Analytics & Tools (Clevertap, Mixpanel, Clarity)   ● Technical Acumen (Rest APIs, Postman, SQL) ● Project Management (JIRA, Clickup) ● Cross-Functional Team Collaboration ● Priority Negotiation ● Data-Driven Decision Making

CERTIFICATIONS

Certified in Product Management, Agile Product Management, PMP I, Scrum certification, Advanced Excel, Influencer Marketing, Data analytics

ADDITIONAL INFORMATION

Volunteer: Volunteer writer for Rise for India start-up (Voice of youth)
Language: English, Hindi & Maithili