




PRIYANKA VIJAY GAIKWAD

ONLINE MARKETING MANAGER | PROGRAM MANAGER
CATEGORY MANAGEMENT | OPERATIONS MANAGEMENT

CONTACT

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EXPERTISE SKILLS

- Stakeholder Management
- Category Management
- Figma
- Market Research & Strategy Building
- Team Management
- Revenue Management
- Marketing Communications
- CRM

EDUCATION HISTROY

PGDM - OPERATIONS

AICTE - Gvt. of India
2018 - 2020

BACHELOR OF ECONOMICS

Mumbai University
2015 - 2018

TOOLS

- ZOHO
- Redash
- WebEngage and Clevertap
- SAP
- Intercom
- Canva
- Excel
- Saas platform
- Airtable
- VFairs

CERTIFICATION

Advanced HRM Certificate

Welingkar Institute of management
ERP Training and Workshop
RCF Ltd.

PROFESSIONAL PROFILE

Experienced Program Manager with a proven track record of delivering complex projects on time and within budget. Skilled in leading cross-functional teams, managing resources, and identifying and mitigating risks. Strong communicator with a talent for building and maintaining relationships with key stakeholders and driving continuous improvement in project management processes.

WORK EXPERIENCE

Monster India July 2022 - Current

Associate Program Manager

1. Stakeholder Management
2. Business Metrics building and monitoring
3. Product Growth and Marketing
4. Analysing Customer Life time Value
5. Retention Marketing and Operations
6. Product feedback and market research (Beta product launching)
7. Competition analysis and benchmarking
8. Client presentation and corporate communication
9. Strategic Partnership and Alliances
10. Objection handling and Negotiation

Testbook.com June 2021 - June 2022

Associate Category Manager - Online Marketing

Product Development. - Insights and Feedbacks
Customer Success Management. - Managing CS team
Market awareness and Brand Marketing
Sales Funnel building.
Stakeholder Relation Management
Product Growth Plan. - Forecasting and Planning
Revenue Analysis and P&L Management

Board Infinity Feb 2020 - May 2021

Associate Category Manager - Digital Marketing

- Product growth and product sustainability
- Data Analysis and Data Management.
- UX mapping and Growth Planning
- Market awareness and branding
- Sales Funnel building.
- Stakeholder relation management

Program Manager - Operations

- Mapping the demand and supply.
- Customer Relation Management. - Team Management
- LMS Management
- CRM tool management
- Data Management.
- Crisis Management.