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SUMMARY

Experienced Product Manager with 7+ years of experience across multiple industries including Fintech, Edtech, ecommerce, IT and more. Proven track record of successful product launches, coordinating projects, agile and scrum methodologies, and managing teams. Skilled in project management, product management, and administration. Seeking a Product Manager position to utilize knowledge and skills to drive results and create innovative solutions.

EXPERIENCE

Product Manager

Greens Fin Innovations (Pvt) Ltd.

September 2021 - Present,

- Collaborated with stakeholders and organization leadership to define product vision, strategy, and roadmap, considering market trends, user needs, and regulatory requirements.
- Conducted comprehensive research and analysis to identify opportunities for new products and enhancements, prioritizing based on ROI, user feedback, and business goals.
- Developed and managed project plans, timelines, and budgets, ensuring progress against key milestones and addressing risks and issues proactively.
- Led cross-functional teams (developers, designers, data analysts, QA) to ensure timely delivery of high-quality products that met customer requirements through Project management tools like Jira, Asana, Trello.
- Maintained strong client relationships and collaborated with industry experts to ensure successful product delivery.
- Transformed 8 Fintech products into Shariah-compliant offerings, and designed/developed new white-labeled products tailored to specific needs.
- Implemented processes and procedures to ensure ongoing Shariah compliance, ensuring customer satisfaction and meeting regulatory requirements.
- Defined and tracked KPIs to measure product success, leveraging data-driven insights to improve product performance.
- Monitored product metrics and utilized data to make informed decisions about product development.
- Coordinated with Fintech clients and B2B partners to meet their needs, providing regular project updates.
- Executed successful marketing strategies to promote Fintech products and increase customer adoption, optimizing campaigns based on data insights.
- Conducted market research to identify opportunities and stay abreast of industry trends, informing marketing strategies and product development.
- Provided guidance and direction to the marketing team, ensuring the successful execution of marketing campaigns. Achieved nearly 80% revenue growth through effective product transformation, teamwork, and leadership qualities.

Product Development Manager

Imarkplace (Pvt) Ltd.

November 2021 - May 2023

- Identify and analyze issues, and provide effective solutions to problems.
- Collaborate with cross-functional teams to define and implement a comprehensive ecommerce product strategy aligned with business objectives.
- Conduct customer research, analyze user data, and gather feedback to ensure product development meets customer needs.
- Perform competitive analysis to identify market trends and make informed product decisions.
- Manage end-to-end product development process, including defining requirements, working with design and development teams, and ensuring timely delivery.
- Establish and maintain relationships with key partners, including vendors, suppliers, and platform providers.
- Manage multiple projects simultaneously, prioritizing tasks based on business needs.
- Develop and communicate product roadmaps and timelines to stakeholders, including executives, cross-functional teams, and external partners.
- Provide leadership and mentorship to the product development team, fostering their growth and helping them achieve their goals.
- Complete paperwork accurately, promptly addressing any discrepancies for resolution.
- Demonstrate flexibility by working across night, weekend, and holiday shifts as needed.
- Successfully work within tight deadlines and a fast-paced environment.
- Efficiently manage time to complete all tasks within designated deadlines.
- Excel in both independent and collaborative team environments.
- Display a high level of initiative and creativity when tackling difficult tasks.
- Utilize like Software Development methodologies, agile, Scrum methodologies to drive efficient product development cycles.
- Implement UX/UI principles for user-centric design and seamless product experiences.
- Lead cross-functional teams in product launches, coordinating marketing, sales management, and support efforts.
- Drive continuous improvement through product iteration and customer-centric enhancements.
- Collaborate with sales and customer success teams to gather customer insights and address their needs.
- Improved user experience and engagement by 33%, streamlined product development process enabling teams to release products 20% faster and achieved 95% customer satisfaction ratings, provide on time technical support service.

Project Manager

Usmani & Co Private Limited

January 2019 - May 2023

- Led and managed the planning, execution, and delivery of diverse consulting projects for clients, ensuring successful outcomes.
- Collaborated with clients and team members to define project scope, goals, and deliverables, utilizing agile project management methodologies.
- Developed detailed project plans, timelines, and budgets, tracking project progress and ensuring timely delivery.
- Employed risk analysis skills to identify and manage project risks and issues, developing effective contingency plans as needed.
- Facilitated regular project status meetings with clients and team members to ensure alignment with project goals.
- Worked collaboratively with cross-functional teams, including consultants, analysts, subject matter experts, and Shariah advisors, to drive project success.
- Coordinated with Shariah advisors to ensure project compliance with Islamic financial principles and guidelines.
- Monitored project budgets and expenses, ensuring projects were delivered within budgetary constraints.
- Provided regular project status updates to senior management, highlighting progress, issues, and risks.
- Ensured project deliverables met high-quality standards, exceeding client expectations.
- Managed client relationships, maintaining clear communication and ensuring client expectations were met or exceeded.
- Mentored and provided guidance to junior team members, supporting their professional development in project management.
- Managed company's operations to align project delivery with organizational goals.
- Facilitated contract management with clients, ensuring contractual obligations were met or exceeded.
- Ensured effective project coordination with multiple clients, managing simultaneous projects successfully.
- Oversaw program management, ensuring the successful delivery of multiple projects simultaneously.
- Conducted comprehensive risk management, identifying potential project risks and developing contingency plans for mitigation.
- Delivered 12 projects on time and within budget with a 95% client satisfaction rate, increasing client retention by 25%.
- Improved quality control procedures, resulting in a 30% reduction in project re-dos.
- Managed contracts with customers to ensure alignment with organizational goals and successful project delivery.

Program Manager

Centre for Islamic Economics

August 2019 - April 2023

- Managed project teams and coordinated cross-functional activities.
- Built and maintained strong relationships with stakeholders, including government agencies, financial institutions, scholars, and community organizations.
- Collaborated with partners to enhance program effectiveness and impact.
- Conducted in-depth R&D on Islamic finance and economics topics, analyzing market trends, regulatory frameworks, and industry best practices. Provided insights and recommendations to inform program strategies.
- Designed and delivered training programs, workshops, and seminars on Islamic finance principles and practices, empowering individuals and organizations with compliance to Shariah principles.
- Represented the institute at conferences, forums, and industry events, advocating for the advancement of Islamic finance and economics.
- Monitored program budgets, expenses, and financial reporting. Ensured efficient resource allocation and compliance with funding requirements.
- Mentored and supervised team members, providing guidance, support, and professional development opportunities. Fostered a collaborative and productive work environment.

Product Manager

Green EdTech

May 2019 - September 2022

- Lead the entire product lifecycle, from ideation and requirements gathering, requirements analysis to launch and ongoing enhancements, product marketing, ensuring timely delivery and meeting business objectives.
- Conduct market research, competitive analysis, and user feedback analysis to identify market trends, user needs, and product gaps in the Green EdTech space. Developed and maintained a comprehensive product roadmap that aligns with the company's vision, incorporating user insights, business priorities, and technological advancements.
- Collaborated with the design team to create intuitive and visually appealing user interfaces that enhance the user experience and promote engagement with our products.
- Worked closely with the engineering team to translate product requirements into technical specifications, ensuring feasibility and efficient implementation.
- Defined and analyze key product metrics to measure success and inform data-driven decision-making, continually monitoring and optimizing product performance.
- Act as the product evangelist, conducting product demonstrations, presenting at conferences, and engaging with key stakeholders to promote our Green EdTech offerings.
- Supervised 15 Developers, Marketing and other Team members
- Stayed abreast of industry trends, analytics, emerging technologies, and best practices in Green EdTech, ensuring our products remain at the forefront of innovation.

Product Development Manager

The Viable Squad

May 2016 - September 2018, Remote

- Manage website operations and ensure that website content is up-to-date, including identifying and resolving any issues such as broken links, typographical errors, and formatting issues.
- Lead cross-functional teams to develop and deliver high-quality software products on time and within budget.
- Develop and manage project plans, timelines, and budgets, and track progress against key milestones.

- Applied problem-solving skills to effectively resolve various team-related challenges and issues.
- Utilized Requirements data Analysis skills to gather all the requirements from customers/Clients to make a proper project plan, scope, project charter and other important project management plans.
- Work closely with clients to understand their business requirements and translate them into technical solutions as a business analysis
- Communicate project status, issues, and risks to stakeholders in a clear and concise manner, and present recommendations for resolution or mitigation.
- Defined and monitored project Key Performance Indicators (KPIs) to gauge progress and success. Leveraged data insights for informed decision making, driving improved project performance.
- Mentor and coach team members to develop their skills and expertise, and foster a culture of continuous learning and improvement.
- Stay up-to-date with industry trends, technologies, and best practices, and incorporate them into project development processes.
- Collaborate with sales and business development teams to identify new opportunities and contribute to the development of proposals and sales presentations.
- Develop detailed project plans, timelines, and budgets to track project progress and ensure timely delivery by incorporating agile methodology.

Assistant Company Secretary

A.A Joyland Pvt. Ltd.

September 2014 - September 2018, Gulshan e Iqbal Karachi

- Used safe working practices at all times, and adhered to company guidelines. Managed front-end and back-end development in the company's Portfolio Analyst and Employee Track using office management software such as Microsoft Office Suite and Google Workspace.
- Cultivated and maintained client relationships that resulted in company growth and increased productivity through effective email handling and communication.
- Coordinated company meetings using scheduling software to review work efficiency, tenant and staff issues, and future company plans.
- Aligned with the company's mission, effectively conveyed and promoted the brand through diverse communication channels, including email, social media, and marketing tools.
- Demonstrated proficiency in using office management software such as Trello, Asana, and Slack to streamline workflow and increase team productivity.
- Ranked in top 5 of the best employees consecutively for 5 times
- Provided administrative support to senior management and handled correspondence, scheduling, and other office tasks using email and other communication software.
- Maintained company records and files using digital management software such as Dropbox or Google Drive.
- Maintained confidentiality of sensitive information and adhered to company policies on data security and privacy.

Website Developer

The Viable Squad

May 2014 - April 2016,

- Developed and maintained websites using HTML, CSS, JavaScript, and jQuery. Implemented content management and security resources to support end-user training.
- Ensured adherence to SEO best practices during site design.
- Managed back-end development using PHP, SQL to ensure website integrity. Created technical solutions to accommodate specific user-facing assets.
- Designing Graphics in Adobe Photoshop and Adobe Illustrator
- Demonstrated multitasking abilities to meet deadlines and organizational expectations.
- Conducted web platform testing, troubleshooting, and user sampling before deployment.
- Utilized WordPress, Hubspot, Shopify, Magento, and other CMS and software for front-end website development.

PROJECTS

Nova Cart

Terasita

- The next Generation AI based Ecommerce

Virtualiec

August 2022 - March 2023

- Virtualiec is creating new dimensions in the field of the metaverse in Pakistan, a virtual reality experience that enables people to interact and conduct business in a digital environment. It has the potential to promote collaboration and connectivity in a globalized world, and to provide new opportunities for businesses and entrepreneurs to grow and succeed in the digital age. It also has the potential to revolutionize the way we conduct business and interact with each other, offering endless possibilities for innovation and growth.

Yeesp

May 2019 - August 2022

- YEESP (Youth Education and Employment Support Program) a low cost Education and Freelancing platform, which aims to create employment opportunities by providing quality education on digital, professional and interpersonal skills.

EDUCATION

Bachelor of Science - BS, Computer Science

Minor in Computer Science • ILMA University - Formerly IBT • Pakistan • 2019 • 3.22

Intermediate, Pre-Engineering

Minor in Pre Engineering • Government National College Karachi • Karachi Pakistan • 2014

CERTIFICATIONS

Digital Product Management Specialization

University of Virginia • 2023

Product Management, Product Development

Diploma in Fintech

TAIF Digital Institute • 2023

Project Management Specialization

University of Colorado Boulder • 2023

Financial Technology (Fintech) Innovations

University of Michigan • 2023

Google IT Support Specialization

Coursera • 2022

Project Management Principles and Practices Specialization

University of California, Irvine - The Paul Merage School of Business • 2022

Cisco Certified Network Professional (CCNP)

Cisco • 2022

Google Project Management: Specialization

Google • 2022

Cisco Certified Network Associate Routing and Switching (CCNA)

Cisco • 2022

Google Analytics Expert

Google • 2020

COURSEWORK

Robotic Arm

Ilma University • Robotics, AI, Coding • 2019

INVOLVEMENT

Cisco

Event Coordinator

IEEE

Student Ambassador

Pakistan Freelancers Association

Member • January 2021 - Present

SKILLS

Industry Knowledge: Sales, Technical Support, Web Technologies, Agile & Waterfall Methodologies, Marketing, Customer Service, Business Development, Software Project Management, Business Analysis, Data Analysis, Scrum, Agile Methodologies, FinTech, Product Development, Product Pricing, Product Marketing, Product Launch, Product Design, Web Technical Skills, Product Management, Project Management, Problem-Solving, Website Development, Digital Marketing, Product Launch, Ideation, Cross Functional teams, Documentation, Technical. SQL, Adobe Photoshop, Adobe Illustrator

Tools & Technologies: Microsoft Project, Microsoft Office, Microsoft PowerPoint, Jira, WordPress, Google Analytics, Amazon Web Services (AWS), SQL, Microsoft Excel, Microsoft Word

Interpersonal Skills: Strategy, Teamwork, Negotiation, Problem Solving, Team Leadership, Analytical Skills, Management, Leadership skills, Team Management, Communication, Excellent Interpersonal Skills

Languages: English | Urdu