

Elza Ebenezer

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WORK EXPERIENCE

Product Manager - Reporting and Analytics

Aug 2020 - Present

CareStack - B2B SaaS Cloud Dental Software

- Enhanced Product Performance and Revenue Growth: Collaborated with stakeholders and cross functional teams to refine product features based on market demands. Working in an Agile fashion, prioritized backlog items, iterated on features through client feedback and user metrics, resulting in improved product performance, increased user satisfaction and a 55% NPS boost, aligning product goals with company objectives.
- Effective Coordination and UX Enhancement: Coordinated between teams to achieve key milestones. Developed PRDs, designed prototypes in collaboration with UI/UX teams, and translated requirements into actionable user stories, streamlining operations and ensuring effective development. Collaborated with cross-functional teams including marketing, engineering, and design to ensure successful product launches.
- Product Roadmap: Conducted market research to identify trends and customer needs, to build product roadmap and strategy. Conducted competitor analysis to identify market opportunities and threats. Worked closely with customers, account management and sales teams to understand customer feedback and incorporate improvements into product iterations. Improved user experiences by implementing UX enhancements, leading to a 43% increase in customer satisfaction.
- Mentored and trained junior product team members, fostering a culture of continuous learning and improvement.
- Increased user engagement by 20% on reports by successfully revamping the user interface.
- Designed and implemented a KPI and metrics management system for the customer experience and account management teams, leading to early trend identification and a reduction in issues.
- Developed predefined dashboards with byte sized analytics and several reports aimed to help practices make data driven in different functional areas of business.
- Engineered a patient filtering tool, enhancing patient engagement and contributing to higher client retention and revenue through dynamic filters and criteria.
- Established a centralized page for tracking areas of action, promoting easy accessibility, and facilitating streamlined actions.
- Engineered an enterprise analytics tool, delivering custom-created metrics and reports, leading to a notable 19% increase in revenue.
- Collaborated with cross-functional areas of the product to map out impacts in reports and analytics resulting from changes in their respective areas.
- Worked closely with customer-facing teams and clients to deliver custom reports, ensuring alignment with their specific needs.

EDUCATION

Bachelor of Technology (B. Tech.)

Rajiv Gandhi Institute of Technology (RIT Kottayam, India)

August 2016 - August 2020

CGPA: 8.26

SKILLS

Product Development | Strategic Planning | Cross-Functional Collaboration | Dashboard Design | Market Research | Agile Methodologies | Data Analysis | User Experience (UX) Design | Product Lifecycle Management | Stakeholder Management | SQL | PowerBI | JIRA | Figma | Azure App Insights | Airtable | Trello Kanban Board | Zendesk | Google Sheets | Effective Communication | Problem Solving | Teamwork | Creativity