

KALKI PALANISAMY

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EDUCATION

Professional MBA (Business Analytics) | Seattle University
Seattle, WA

September 2023
GPA: 3.96 / 4

- Dean's List 2023 & 2024
- Authored monthly newsletters on product management for SeattleU Today, increasing engagement by 30% and establishing thought leadership on product strategy.
- Nominated for SeattleU Tech Bootcamp focused on Tech Product Management, developing expertise in market research, customer segmentation, and go-to-market strategies.

Bachelor of Business Administration (Finance) | Christ University
Bangalore, India

May 2018
GPA: 3.47 / 4

EXPERIENCE

Client Account Manager | Ramp-Up Seattle

September 2023 - Present

- Identified and prioritized product initiatives through collaboration with business stakeholders, resulting in a 20% increase in client revenue.
- Developed and managed a product backlog, ensuring alignment with business objectives and delivering high-value features on time.
- Conducted market research and data analysis to inform product decisions, improving client acquisition rates by 25%.
- Presented actionable insights and product roadmaps to cross-functional teams, accelerating decision-making processes by 30%.

Founder & Principal Designer | Haus of Kalki

April 2021 - Present

- Managed end-to-end product lifecycle for bespoke interior design solutions, delivering projects with a 20% reduction in lead times.
- Led data-driven marketing campaigns, increasing brand visibility by 30% and driving a 25% rise in repeat business.
- Spearheaded customer-centric product enhancements, resulting in a 25% improvement in client satisfaction.
- Optimized internal workflows using project management tools, enhancing cross-functional collaboration and resource allocation.

Product Management Intern | Mistral Solutions Pvt. Ltd

May 2021 - April 2022

- Collaborated with stakeholders to define product requirements, creating user stories and acceptance criteria that reduced time-to-market by 15%.
- Conducted A/B testing and analyzed product performance, contributing to \$2M in additional revenue.
- Designed product roadmaps that aligned with strategic goals, improving feature delivery rates by 25%.
- Partnered with engineering and UX teams to ensure seamless implementation of new features, enhancing user experience.

Business Development Associate & Designer | Anusha Shetty Designs

June 2019 - April 2021

- Conducted user research and competitive analysis to inform product development, driving a 25% increase in client acquisition.
- Developed go-to-market strategies for luxury design services, resulting in a 30% boost in brand visibility.
- Improved product positioning through targeted marketing efforts, securing \$300K+ in project contracts.
- Analyzed customer feedback to optimize offerings, enhancing adoption rates and increasing referrals by 15%.

Business Marketing Intern | Milofy by FutureOn Systems

June 2016 - December 2016

- Supported the development and launch of a social networking app, achieving a 30% increase in user sign-ups within the first three months.
- Executed data-driven marketing campaigns, increasing active user engagement by 40% and facilitating over 300 user connections.
- Conducted user behavior analysis, improving retention rates by 25% through targeted in-app features.

SKILLS

Skills: Product Strategy, Market Analysis, Roadmap Development, Go-To-Market Strategy, Data Analysis, Stakeholder Management, Cross-Functional Team Leadership, User-Centric Design, A/B Testing, Agile Methodologies

Tools: SQL, Typeform, Twilio, Amplitude, HubSpot, Looker, Tableau, Google Analytics, Notion, JIRA, Trello, Asana, Miro, Canva

Interests: Rock climbing, Skiing, Interior Design