PRIYANKA JAGWANI

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EDUCATION

Master of Business Administration
Gujarat University
2021-2023

Bachelors of Commerce(Hons.)
GLS University
2018-2021

CORE COMPETENCES

- Agile & Scrum Methodologies
- Market Research & Strategies
- Cross Functional Collaboration
- Client Relationship & Account Management
- Product & Project Management
- Tools - JIRA, Confluence, Figma files, Draw.io, FreshSales,
- Process Mapping & Workflow Design
- Requirement Gathering & Analysis

RESEARCH PROJECTS

- An Empirical study on the impact of Covid-19 on Retailers.
- Comparative study between Traditional Marketing Approach VS Online Marketing Approach.
- Transforming the E-Commerce Landscape: Exploring the benefits & applications of AR.
- Measuring the efficacy of product placement as a Marketing Tactic in Movies & TV shows.

CERTIFICATIONS

- Communication Foundations | LinkedIn
- Achieved A2 |BULATS | Cambridge University
- Project Management Expert: Stakeholder Management | Udemy
- Project Management for Highly Technical Roles | Udemy

PROFILE

I am a result-driven professional with end-to-end experience in pre-sales, sales, and project delivery across fintech and banking solutions. Skilled in handling inbound leads, drafting proposals, handling domestic & international clients (Middle East, UK, Europe), and managing accounts from requirement gathering to delivery. Adept at BRD & FSD responses, client demos, UI/UX coordination, sprint ceremonies, and competitor research.

WORK EXPERIENCE

Business Associate - Pre-Sales, Sales & Delivery
Pirimid Fintech May 2023 - Present

- **Inbound Lead Handling & Client Qualification:** Managed incoming inquiries across domestic and international regions (Middle East, UK, Europe), identifying opportunities and aligning client needs with fintech solutions.
- **Marketing Campaigns & Outreach Strategy:** Planned and executed targeted outreach via LinkedIn, email, and YouTube to drive awareness and lead generation for digital lending and investment & banking solutions.
- **Sales & Client Acquisition:** Led end-to-end sales cycle from lead nurturing to closure, including proposal creation, demo delivery, and contract finalization for domestic and international clients.
- **Proposal & Collateral Development:** Created customized proposals, one-pagers, and pitch decks which assists in sales conversations.
- **Pre-Sales Solutioning & Presentations:** Collaborated with technology and product teams to map client requirements with platform capabilities and present tailored solutions.
- **Client Account & Project Management:** Owned client relationships post-sale, managing requirement workshops, documentation, timelines, and delivery coordination.
- **Agile Project Execution:** Conducted sprint planning, backlog grooming, and sprint ceremonies, ensuring cross-functional collaboration for on-time delivery.
- **UI/UX Collaboration:** Worked closely with design teams on user flows, wireframes, and prototypes to align UI/UX with client expectations.
- **Business Documentation:** Developed detailed BRDs, FSDs, and process flows for seamless project execution and stakeholder alignment.
- **Market & Competitor Research:** Conducted in-depth research to inform product positioning, identify gaps, and support pre-sales strategy.

Projects Handled:

- **AFS (Automotive Financial System):** Led end-to-end execution, including requirement gathering, sprint planning, lender integrations, documentation, and stakeholder collaboration. Conducted market research and optimized workflows.
- **EWS (Early Warning System):** Managed client requirement gathering, demo calls, risk detection models, signals & indicators, pricing strategies, and cross-functional collaboration for seamless project execution.
- **PFM (Personal Finance Management App):** Worked on workflow optimization, UI/UX, client handling, app testing, internal team coordination, and marketing strategies to enhance product adoption.
- **KYC (Know Your Customer):** Led third-party collaborations, API integrations, client handling, requirement documentation, user flow designs, and UI/UX improvements to streamline compliance workflows.