Monika Singh

Product Manager | SEO & Marketing Strategist | AI-Powered Workflow Automation

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Summary

Experienced and adaptable Product Manager with 4+ years of success in launching digital products, scaling e-commerce platforms, and driving SEO growth. Strong background in web design, UX/UI, workflow automation, and AI tool integration. Contributed to €80M+ in global sales growth by delivering localized websites for European markets, optimizing 1,000+ listings across Amazon, eBay, Shopify, and WordPress, and driving +40% sales increases through data-driven strategies. Known for cross-functional leadership, strategic decision-making, and a pixel-perfect eye for design.

Skills

- **Product & Project Tools:** JIRA | RALLY | ProductPlan | Microsoft Visio | Notion | Trello | Slack | GoToMeeting | Dropbox | Diagrams.net

- **Web Design & Development:** HTML | CSS | Bootstrap | JavaScript | WordPress | Shopify | Figma | Adobe XD | Photoshop | Canva

- **SEO & Marketing:** SEMrush | Google Analytics | Google Keyword Planner | Mailchimp | Keyword Mapping | On-Page SEO

- **AI & Automation:** ChatGPT | Notion AI | Zapier | Make (Integromat) | Claude | Cursor | Midjourney

- **Research & UX:** Helio | UXCam | SurveyMonkey | Typeform | Google Forms | Google Slides | Microsoft PowerPoint

Work Experience

Product Manager | Senior Web Designer at Stegpearl , Jaipur, India | Jun 2023 - Current

- Led a cross-functional **team of 20+ members**, overseeing end-to-end website creation for European clients.

- Conducted in-depth market research, identifying high-demand solar products, resulting in a **20% increase in sales.**

- Implemented **SEO and marketing strategies**, improving organic product **rankings by 40%.**

- Optimized **100+ product listings** on Amazon, eBay, and company websites, leading to a **20% increase** in discoverability and engagement.

- Developed and executed dynamic pricing strategies, resulting in a **25% improvement** in market competitiveness and revenue growth.

- Created targeted email marketing campaigns, boosting customer engagement **by 25%.**

Senior Web Designer at Stegpearl, Jaipur, India | May 2022 - Jun 2023

- Designed and developed user-centric e-commerce platforms, reducing bounce **rate by 35%** and increasing conversions.

- Created **50+** compelling newsletters and email templates, boosting customer engagement and improving retention **rates by 30%**.

- Managed and delivered multilingual websites in French, German, Spanish, and Polish, ensuring **100% accurate** localization.

Frontend Developer at RS Tech Software, New Delhi, India | Dec 2020 - May 2022

- Designed and implemented **30+ frontend components**, collaborating with developers to enhance website functionality by **40%**.

- Developed **20+ responsive** and attractive websites using JavaScript, HTML, CSS, and Bootstrap improving user engagement by **35%.**

- Optimized website performance, reducing page load time by **50% and enhancing overall** user experience.

Education

Master of Computer Applications (MCA) in Information Technology from (IGNOU): 2021 - 2024

Bachelor of Computer Applications (BCA) in Information Technology from (IGNOU): 2017 - 2020

Certifications

HTML5 and CSS3 Fundamentals - Udemy

Complete Bootstrap 4 Course - Udemy

JavaScript for Beginners Specialization - Coursera

The Complete Frontend Development - Udemy

Languages

English: Professional | Hindi: Native

Strengths

Detail-Oriented | Adaptable | Dedicated | Creative | Collaborative