MUKTA PAWAR

(781) 475-7409
mukta.pawar@outlook.com

linkedin.com/in/muktapawar
Boston, MA

EMPLOYMENT

Wayfair   **May '19 - Present**
Product Manager
- Primary owner of roadmap for Communications Platform, managing post-purchase customer engagement for the largest online retailer of home decor.
- Launched SMS as a new communication channel; grew channel subscription to 20 million active users across 4 countries and 8 timezones.
- Collaborated with Data Science to launch a bot that uses NLP to power contextualized conversations with customers; improved engagement and retention metrics.
- Led cross-functional initiatives with Marketing to launch new loyalty programs such as product reviews via SMS.
- Drove critical customer learnings through A/B testing and user research.
- Spearheaded company-wide initiatives for standardizing data capture processes and aligning with relevant stakeholders to adopt it.
- Streamlined product development by improving sprint planning process and adopting efficient feature prioritization frameworks.

Wayfair   **Apr '19 - May '19**
Software Engineer
- Built a React tool to view and modify existing Email template data.
- Implemented a new batching system that efficiently fetch customer information to avoid constant querying of MSSQL databases.
- Built Grafana dashboards for monitoring system performance, added DataDog alerts to notify Slack channels of unexpected system behavior.

Accenture   **Dec '18 - Mar '19**
Software Engineer
- Developed backend APIs to expose the contents in JSON format.
- Developed templates, custom reusable components, dialogs and widgets for authors to build pages using Adobe AEM.

EDUCATION

University of Windsor   **2014 - 2018**
B.Sc, Computer Science
University of Toronto   **2010 - 2014**
B.Sc, Genetics & Pharmacology

SKILLS

Product: User Research, A/B Testing, Data Analysis, Planning, Strategy
Technical: Java, React (JavaScript), SQL, AWS
Databases: MSSQL, Hadoop, InfluxDB

LEADERSHIP

Peer Mentor | *Ladies Learning Code*