Nidhi Kumari

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Portfolio

ASPIRING PRODUCT MANAGER

Result-driven **aspiring Product Manager with over 5 years of diverse experience** in Lead Generation, Market Research, and Business Development. Proven track record of delivering successful marketing campaigns, driving brand recognition and achieving business objectives. Skilled in **strategic thinking abilities, team leadership, customer retention, data driven decision** and align product strategies with business goals. Spearheaded a comprehensive market analysis campaign that identified key customer segments, **resulting in a 30% increase in lead generation** and enhancing targeted outreach strategies for business development initiatives.

STRENGTHS AND EXPERTISE

- **Product Management**: Roadmap Planning, Feature Prioritization, Market Analysis, GTM strategy, Productsense, Metrics & Analysis, A/B testing, RCA.
- **Data Analysis**: SQL, Google Analytics, Data-Driven Decision Making, Excel, tableau , CRM(Leadsquare , Nimbus).
- **Project Management**: Agile, Stakeholder Engagement.
- **UX/UI Design:** User Research, Design Thinking, Customer Journey Mapping, figma,.
- **Leadership**: Strategic Planning, Team Leadership, Cross-functional Collaboration.

PROFESSION AND EXPERIENCE

Unacademy
Business Development
Manager

May 2021-June 2024

With nearly 3 years of experience at Unacademy.

- Managed Development and **launch of iconic subscription in the year 2021**, oversaw the entire product lifecycle from ideation to launch, which resulted in **increase in revenue by 65% in the first month of launch**, enhanced NPS as well.
- Launched 3 offline centers for offline education **for UPSC, IIT JEE, NEET, segment achieving 45% of marketshare in the 1st year of launch.**
- **CRM (Nimbus) Launched** : Managed all important filters and features to be implemented while maintaining detailed information to inform product development and strategic decision making .
- Effectively managed all corporate marketing functions, overseeing **brand management, product launches, features prioritization, social events, promotional campaigns** leading to increased brand visibility and customer engagement.
- Led **product presentations, client demos, and discussions with stakeholders** to ensure alignment between business goals and product features, influencing the product roadmap.
- Analyzed comprehensive business performance metrics, including sales volume and user acquisition rates; derived actionable insights that led to a **15% improvement in conversion rate over consecutive three quarters.**

- Worked closely with the UX team and prioritized features that addressed the most common pain points, and created a more intuitive design. **This led to a 20% increase in user engagement and a 15% improvement in course completion rates.**

Unacademy   **Jan 2020 - May 2021**
Business Development Associate

Drove the organization to remarkable achievements**, realizing an exceptional growth rate of180% over two years**. Proactively identified solutions to enhance the sales team's capabilities.

Accomplishments:

- Boosted lead conversions by 30% through targeted sales strategies and consultative selling.
- Improved team productivity by 20% through training module development.
- Led revenue growth through B2C sales of educational programs, collaborated with cross functional (Sales, marketing, and product development).
- Conducted competitive analysis and identified key market trends, providing actionable recommendations that informed the product strategy.

Projects-Airtribe Product Management certification

Completed the Air tribe Product Management certification, focusing on building product strategies, prioritizing features, and leveraging data-driven insights. Developed practical skills in user-centric design, market analysis, and cross-functional team collaboration.

Projects:

- **Rapido**: Led a project to double bike taxi rides in Bangalore,Pune, and Delhi implemented strategies that increased ride completions by 15%.
- **YouTube Shorts Engagement**: Improved user engagement by 20% using the RICE frameworkfor feature prioritization.
- **Tinder Matrimonial Strategy**: Developed a culturally sensitive go-to-market plan, increasinguser acquisition.
- **Gaana App Optimization**: Resolved app rating issues, resulting in a 0.2-point increase on theApp Store

EDUCATION:

Airtribe 2024 (Jun 24- Oct 24)
Product Management Launch pad certification

Galgotias University (2016-2020)
Btech (Electronics & Communication Engineering)

ACHIEVEMENTS:

- **Top Performer Recognition:** Awarded **Best Sales Manager** of the year (2021 – 2022) for consistently leading the sales team to exceed sales target , and delivering exceptional customer service .
- **Sales Excellence:** Surpassed annual sales targets by 150% at unacademy in the year 2022- 2023, contributing to overall growth of the company .
- **Project Head : Make-A-Ton** conducted by **SECE & IEEE** 2018.
- Certified by **NIT patna** for industry interaction in the year 2017
- Generated revenue **of 20 Cr by collaborating with team of 20** members .
- Secured **25% of new business targets annually while maintaining a record of 100%** in client retention & business renewal