GAYATRI CHOUDHARY

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About Me

My background encompasses end-to-end product lifecycle management,promotion strategies , including market research, feature prioritization, , and data-driven iteration. I am passionate about leveraging technology to make a positive impact.

Education Background

- *MBA in Marketing and HR*
  FMS,Udaipur
  Completed in 2019

- *B.tech in Computer Science*
  Singania Unibersity,Udaipur
  Completed in 2015

- St. Gregorious Sr.Sec. School, Udaipur
  Completed in 2011

Skills

- Product Management
- Market Research
- Customer and Data Analysis
- User onboarding strategy
- Problem-Solving
- Quality Assurance
- Financial Modeling
- Agile Methodologies

Tools

- Clickup
- Jira
- Tableau
- Excel

Certifications

- Product Management certification from Udemy.
- Digital Marketing form Azoi
- NCC "A" Certified

Projects

- Tableau project on analyzing sales insights of Atlic Software firm
- MBA project on analyzing potential market for organic products in Udaipur.
- Created online voting system as a B.tech project

Professional Experience

Nestle Internship
June 2023 – August 2023
Key responsibilities:
- Learned about internal technologies used in Nestle
- Leared about Marketing ROI

The One Liner | Product Manager
Dec 2022 – May 2023
Key responsibilities:
- Led the end-to-end product development lifecycle of a stress management app
- Oversaw the creation of app features and market trends
- Crafted compelling value propositions
- Created marketing strategies to promote the stress management app
- Conducted market research to identify user needs and pain points
- Utilized competitor analysis and SWOT analysis for growth
- Designed subscription plans tailored to diverse users
- Developed effective Business Unit strategies
- Formulated a robust business model canvas
- Mapped out user journeys
- Created detailed user profiles based on personas
- Conducted keyword research for SEO purposes
- Implemented the STP model to define specific user segments

Quantum Learings | Senior Growth Excecutive
May 2020 – March 2021
Key responsibilities:
- Coordination with the Decision makers for meetings and collabarations
- Counselling the candidates on Certification Courses.
- Analyzing Sales reports
- Creating Strategies for new courses and Pitching lines
- Created pricing strategies
- Created content to pitch the business proposals

FIT | Inside Sales Executive
Sep 2019 – April 2020
Key responsibilities:
- Analyze Sales data
- Market research and lead generation,.
- Outbound calling
- Data mining.
- Meetings with decisin makes to pitch assesment tool.
- Organized in school offline psychometric assesments.