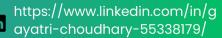
### **GAYATRI CHOUDHARY**

gayatri10294@gmail.com







### **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.