

# Pratibha Zala

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## Professional Summary

MSc Business Management graduate from Cardiff University with strong exposure to product management, consulting, and business strategy. Proven experience delivering insights through cross-functional collaboration across fintech, non-profit, and commercial sectors. Adept at solving complex problems, analysing markets, and presenting data-driven recommendations. Known for a structured, analytical mindset and collaborative approach, with a passion for innovation and business transformation in financial services.

## Education

### *MSc Business Management*

Cardiff University, UK

Expected: July 2024 | Achieved: 2:1

- Cardiff Award recipient for academic excellence and extracurricular contribution.
- Key Modules: Strategic Management, Market Research, Business Analysis, Consulting Practices.

### *BEng Computer Engineering*

Savitribai Phule Pune University, India

Graduated: April 2020 | Distinction

## Work Experience

### *Customer Service Representative*

William Hill | Apr 2024 – Present

- Deliver high-quality service in a dynamic retail environment, resolving customer issues with efficiency and empathy.
- Manage ambiguous and escalated queries, ensuring compliance and clear communication across touchpoints.
- Quickly adapt to new company systems, processes, and compliance frameworks.

### *Business Consultant*

Sandy Bear Children's Bereavement Charity | Jul 2024 – Sept 2024

- Collaborated with the CEO to develop a scalable fundraising strategy across multiple revenue channels.
- Benchmarked peer organizations to identify best practices and operational improvements.
- Delivered actionable recommendations to restructure team roles and improve workflow efficiency.

### *Product Manager*

Amica Financial Technologies Pvt Ltd | Nov 2021 – Apr 2022

- Led market research and competitive benchmarking to inform product roadmap decisions.
- Delivered data-driven product enhancements that increased user satisfaction by 15%.
- Partnered with design, engineering, and marketing teams to ensure smooth product delivery.
- Presented strategic insights and prioritization plans to senior leadership, influencing business direction.

### *Freelancer / Voluntary Tutor*

Feb 2022 – Aug 2023

- Developed customized academic support for 12 students, improving average grades by 15%.
- Boosted engagement by 25% through data-driven feedback and adaptive lesson planning.
- Fostered a supportive learning environment, contributing to an 80% student pass rate.

### **Core Skills**

- Business & Strategy: Market analysis, strategic recommendations, benchmarking, stakeholder reporting
- Product & Project: Roadmap planning, cross-functional collaboration, feature prioritization, user insight
- Analytical Tools: Excel, PowerPoint, SQL (basic), data interpretation, performance tracking
- Professional Strengths: Clear communication, team collaboration, adaptability, structured thinking.

### **Additional Highlights**

- Multidisciplinary thinker with experience in fintech, nonprofit, and retail sectors
- Combines technical and business skills to solve problems and influence outcomes
- Strong interest in innovation, technology, and financial services t