

Poonam Garg

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PROFESSIONAL SUMMARY

- An aspiring product manager undergoing Product Management Certification training from Duke CE & upGrad.
- Over two years of experience in working in real estate and retail, achieving sales targets, project management, operations, reporting and analysis.
- Strong leadership traits with excellent ability to coordinate with different people under challenging situations.

PROFESSIONAL QUALIFICATIONS

Product Management Certification Program | Duke CE & UpGrad | Nov '20 – Present

- Introduction to Product Management | Market Research | Competitive Analysis | User Research | User-centered Design | Prototyping | Design Validation
- Product Planning & Development | Product Backlog | Product Analytics | User Engagement & Growth | Leadership skill

KEY PRODUCT MANAGEMENT PROJECTS

- **Market and User Research** - User survey for online rental furniture , understanding the needs and demands of users, Calculating population size/sample size and validating hypothesis. Product artifacts, user interviews, Data Analysis, creating personas and User Journey Maps for a mobile app to find flatmates (*Assignment Score 100%*)
- **Product Design and Prototyping** - Critiquing product design for traveller mobile app Headout, Understanding the key fundamentals and analysis of user interface (UI)/UX , Designing sketches and wireframes using whimsical for mobile app healthieme to help users monitor their health and fitness.(*Assignment Score 100%*)
- **Product Analytics and Engagement** - Identifying the key metrics using AARRR framework and designing wireframes for web-based Analytics dashboard for Zoom using whimsical.

PROFESSIONAL EXPERIENCE

Assistant Operation Manager | Stoff by S.G. Industries | Jaipur, IN | Dec '18 – Jan '20

- Assist operations manager in supervising daily operations of organization.
- Sampling coordination internally & externally and communication with buyers, managers, clients regarding sample approvals.
- Managed B2B orders in productions and managed inventory.

Assistant Real Estate Manager | Projection Buildcom Private Ltd. | Jaipur, IN | June'17 – Aug '18

- Developed and implemented marketing strategies for the organization and monitoring over the existing strategies if they are not able to enhance the brand visibility.
- Managing budget allocation between departments, projects and efficient utilisation of finances across teams.
- Onboarding new clients, presenting ongoing and completed infrastructure projects.
- Daily coordinations with the marketing and sales department and review the daily reports regarding their visits, cold calls, sales and other tasks.

EDUCATION

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| • Bachelor of law | Biyani Law College, Jaipur | Year: 2016 - 19 |
| • M.COM (Business Administration) | Rajasthan University, Jaipur | Year: 2014 - 16 |
| • MBA (International Business) | IIS University, Jaipur | Year: 2012 - 14 |