# Neha Bhatt, Product Owner

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Current Location: Pune, India

## SKILL SET

**Project Management | Product Owner - Agile | Digital Marketing | Requirement Gathering |Business Analysis| Agile| Client Servicing & Retention |Growth Strategies| Stakeholder Management**

## ACADEMIC PROFILE

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| **MBA (Marketing)** | 2012-14 | Rajiv Gandhi Institute of Technology, Bangalore | 68% |
| **BBA** | 2009-2012 | Amrapali Institute of Management Studies | 68% |
| **Class XII** | 2009 | Beersheba Sr. Sec School(CBSE) | 58% |
| **Class X** | 2007 | Beersheba Sr. Sec School (CBSE) | 52% |

## PROFESSIONAL EXPERIENCE 7 Years

**Senior Unit Manager (Product Owner/Project Management) – Bajaj Finserv Ltd Aug 2021 – Till present**

| Senior Unit Manager (Product Owner/Project Management) | Project Management |
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| | • Owned digital lending projects for the unsecured portfolio.<br>• Collaborated with Business Heads, Risk Heads, Marketing Directors & cross functional stakeholders to set-up the digital strategy to identify opportunities and integrating offline  processes with digital journeys to create seamless user experience.<br>• Worked closely with multiple stakeholders to ensure seamless project delivery.<br>• Understood the business problem statements and translated them into user stories within the team's backlog while prioritizing this backlog to effectively reflect stakeholder's requirements.<br>• Applied understanding & procedures using concepts such Agile & Scrum while maintaining  strong documentation & communication related to the development process.<br>• Constantly published progress reports, issues & challenges faced & resolved during stand-ups & cross functional meetings.<br>• Assessed the profitability of identified projects for sponsorship and supervising the  execution under multiple project teams.<br>• Formulated business solutions & strategies based on ideas & information exchange  between the cross-functional departments & external partners. |

**Social Media Website Creation- RedBus (Goibibo India Pvt Ltd) Dec 2019 – Aug 2021**

| Business Analysis | |
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| **Business Analysis** | <ul><li>Website development and implementation.</li><li>Based on the business requirements, got the BRD/FRD drafted, defined website features & functionalities for the development team to propose solutions, efforts & timelines.</li><li>Partnered with multiple project stakeholders for cross function meetings to define project scope, identify problems & work on solutions to meet performance KPIs.</li><li>Managed dynamic backlog of user stories for scrum.</li><li>Created and maintained the solution vision, roadmap and backlog of work throughout the project's life cycle.</li></ul> |

**Senior Fulfilment Expert - Swiggy Stores (Instamart) Nov 2018 - Oct 2019**

| Implementation specialist | |
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| **Implementati on specialist** | <ul><li>Employed as part of a team of implementation specialists for e-launch of Swiggy stores, was able to assimilate key issues and come up with speedy recovery.</li><li>Analyzed existing data and information ensuring high quality of analysis.</li><li>Managed time and changing priorities in a dynamic environment. Took ownership of tasks and executed individually.</li><li>Evaluated project's overall performance and integration.</li><li>Quickly identified problems and weakness that afflict ongoing issues.</li><li>Provided inputs to senior management to support overall development.</li></ul>▪ **Product Launch** – Rolled out pilot launch for Swiggy Dash (Stores) in **Gurugram**. Captured pilot observations and scope of improvement from e-users.▪ Actively participated in conceptualizing and developing the process by monitoring the life cycle of an order.<ul><li>**Issue Handling** – Resolved issues identified in online platform. Establishing and maintaining effective working relationships with stakeholders. Ensuring the order is fulfilled within SLA and tracking effectiveness.</li></ul> |

**Senior Executive Client Servicing (B2B) - Sphere Travel Media & Exhibition Pvt Ltd Sept 2014 – Oct 2018**

| Senior Executive Client Servicing (B2B) | |
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| **Senior Executive Client Servicing (B2B)** | <ul><li>**Client Management** - Establishing and maintaining client relationships and increasing the billing of clients by efficiently managing their needs and objectives with available internal & external resources. Liaison between the client and the company.</li><li>Arranged client meetings, briefing sessions, campaign presentations & follow up on all activities of the clients with the help of internal and external resources. Participate in planning/design of campaigns, support and coordinate timely execution of projects Thorough follow up on client jobs/projects and ensure timely billing, timely submission of bills and collections</li><li>Develop and actively engage in client relationship building with the client team. Keep abreast of developments in the marketplace, to identify new customers.</li><li>**Market Research** - Assisting in client's proposals and presentations and also level 3 escalations. Conduct research and learn about the client's brands, products, marketing needs, and goals. Conduct and assist in brainstorming, idealization, design development of creatives for our clients. take a hold on the external resources hired for campaigns, control and monitor their</li></ul> |

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| | performance. Maintaining up-to-date knowledge of competitor activity, products, and services. Prospecting new customers.<br>▪ **Growth Strategies** - Identifying opportunities for higher profits. Identifying, acquiring, developing, and maintaining customer relationships. Assisting with generating new business. |

| ACHIEVEMENTS | |
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| **Academic** | ▪ Paper presentation on Corporate Governance and Business Ethics in MANTAN [2010] Participated in workshop on interview skills [2011]<br>▪ Participated in the debate organized by the Management Department on the topic Should Education is Privatized and Secured 2nd position in the event. [2010]<br>▪ Attended national conference on Redefining Managerial Practices in the 21st Century in MANTAN [2011] ▪ Participated in technical paper presentation and secured 2nd place in SADANA 2013 conducted by the MBA department.<br>▪ Organized the mega management fest ABYOG [2014]<br>▪ Participated in the NIRVANA event of ADVAITA 2013 in Koshy's institute of management studies. |
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| ADDITIONAL INFORMATION | |
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| **Proficiency in** | PowerPoint, Excel, Word, Agile |
| **Interests/Hobbies** | Traveling, Pet Lover, Reading Books |
| **Language Proficiency** | English, Hindi |

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