

B. Shwetha Rao

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Core Skills

Soft: Communication & Interpersonal Skills, Problem Solving, Decision Making, Analytical, Leadership

Hard: Google Sheets, Docs, Slides, Project & Product Management, Agile Methodology, Change Management, Go-to-Market Strategy, Feature Prioritization, Product Roadmapping, Wireframes, Mockups, KPI Design, Data Analysis, Machine Learning, Watson Studio, HTML, CSS, SQL, Python

Experience

Genpact, Gurugram, India

Assistant Manager

July 2019 - Dec 2020

- Led All India region for Artificial Intelligence based HR chatbot in the HR Transformation Team, catering to over 65,000 employees, achieved **15% increase** in chatbot adoption in 2 months through communication plan rollout & change management
- Liaised with leaders, regional hiring teams, IT teams & other support teams to effectively build, launch & maintain the internal tool involving feature implementations & enhancements, HR Policy updates
- Created & delivered a training program for stakeholders from the US & Europe region to generate understanding around the technology behind the chatbot, IBM Watson Assistant
- Guided the development & constant improvement of chatbot from product vision, positioning, requirement gathering, planning, design, development, log data analysis, testing (A/B testing, User Acceptance Testing), deployment, performance measurement.

Ashoka University, Haryana, India

Resident Assistant

Oct 2018 - June 2019

- Head of community building among 50+ students, leading 6+ inter-floor & inter-hostel events, acted as a liaison between students & administration, won **Outstanding Initiative for Community Building Award** for bringing together Undergraduate & Postgraduate students through the conducted events
- Responsible for handling administrative tasks like monthly/semester reports, incident reports, floor directories, end-semester check-out, office hours to serve as mentor & mediator.

Global Education & Strategic Programs (GESP), Ashoka University

Educational Consultant

Sept 2018 - May 2019

- Designed 10 end-to-end immersive learning modules in collaboration with the Dean of GESPP for corporates, the Ashoka community, & students keeping liberal arts at the core, including marketing strategies, finance plans, operation guidelines & pedagogy design.

Centre for Integrated Learning Mangalore, India

Community Development Leader

May 2014 - June 2017

- Launched 4+ long term community development projects like [Toy Bank](#), CREST For Kashmir, Crestival, Navras with students from diverse backgrounds with an aim to give back to the society.

Education

Great Lakes Executive Learning

Online PGP in Artificial Intelligence & Machine Learning

2020

Harvard Business School Online

Credential of Readiness Examination,

Business Analytics, Economics for Managers, Financial Accounting

2019

Ashoka University, Haryana, India

Young India Fellowship, PG Diploma in Liberal Studies (GPA: 3.5 out of 4.0) 2019

NMAM Institute of Technology, Karnataka, India

BE in Information Science & Engineering (GPA: 8.9 out of 10.0)

2018

Work Sample

Aider - A B2B SaaS Application in Retail Technology Sector

- Aider has been conceptualised to demonstrate key Product Marketing & Product Management Skills through a mobile application that improves customer service & employee performance in Retail Stores
- The documents & demo pertaining to this project can be found [HERE](#).

Extracurriculars & Leadership

Google, Applied CS with Android, Student Facilitator

2017 - 2018

- Trained 90 students through 45+ workshop-hours, on applying CS concepts using Java
- Assisted as a Teaching Assistant during Google Developer Days in conducting a session on Kotlin for Android to a batch of 200 professionals & students by Sean McQuillan.

Incridea - NMAMIT, Core Committee Member, Marketing & Social Media Committee Head

2015 - 2018

- Launched & curated the first techno-cultural fest, which had 45+ events & a reach of 7000+ students
- Led Marketing & Social Media Committee with a 50 member team, a record participation of 70% of NMAMIT student registrations & 40 college registrations from across the state was achieved through dedicated marketing efforts.

Sathi Foundation, Bangalore, Intern

June 2018

- Rehabilitated 22 children from Bangalore Railway Platforms & also helped to compile & analyze 500+ data records of institutionalized children of the Foundation.

Ritsumeikan University, Japan, Exchange Student,

December 2016

- Selected as one of 10 students in the Japan-Asia Youth Exchange Program in Science focusing on Artificial Intelligence for high achieving students in science & technology
- Presented a seminar on Adaptive Intelligence of Humans & Society through Emergent Systems.

Honors & Awards

- Miss Queen Karnataka 2020, Top 6 Finalist in Miss South India 2020 & Miss Climate 2019
- Second Place in Film Making & Marketing Event at Ashoka Business Conclave & Hult Prize Ashoka, a startup accelerator focused on solving for global youth unemployment, 2019
- Winner of **Pride of NMAMIT Award** among 1000 students for exceptional leadership, 2018
- Winner of **Award of Outstanding Achievement** - Runners Up, the 2nd highest achievement award among all participating faculties at NMAMIT, 2018
- Winner of **Smart India Hackathon**, under Ministry of Water Resources, River Development & Ganga Rejuvenation for Smart Water Monitoring & Conservation Project held in Kanpur, 2018
- Secured **14+ awards** in Debate, Extempore, Poster Presentation, Dance in state level inter-collegiate festivals, between 2015 - 2018, including being the two time winner of the debate event at the highly acclaimed VTU Youth Festival, amongst 70+ student representatives from colleges across the state.

Certifications

- Becoming a Product Manager Certification by LinkedIn Learning, 2021
- Lean Digital, Lean Six Sigma Green Belt Trained & Tested at Genpact, 2020
- Policy for Young Leaders by Centre for Civil Society, Delhi, August 2018
- Distinction in A1 & A2 level Examination conducted by Goethe Institute in German language
- Distinction in Communication Skills Examination (Eighth Grade) by Trinity College, London, 2015.