SHAMBHAVI SINGH

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Education

Indian Institute of Information Technology, Gwalior   **Dec 2020 – Expected May 2025**
Bachelors of Technology (IT) and Masters of Business Administration   *Madhya Pradesh, India*

Experience

Product Management Intern   **May 2024 - Present**
Jio Platforms Limited (JPL)   *Navi Mumbai*

- Developed and managed the product roadmap and workflow for the gaming device.
- Formulated strategic marketing solutions through user pain point identification and competitor analysis .
- Crafted a survey yielding 200+ positive responses and participated in building a theme-based workflow for a gaming device.

Product Management Intern   **July 2023 - Oct 2023**
Zluri Technologies   *Remote*

- Integrated 210+ applications on the Zluri app through comprehensive research of APIs and stakeholder analysis thereby enhancing customer engagement and amount of user data by 8%.
- Improved CSAT score by 13% through customer feedback and product enhancements.

Key Skills and Tools used

Technical skills : Power BI· SQL· MS office. JIRA. Figma. Mixpanel . Miro . Javascript . CSS . HTML
Manererial skills : Product Analysis · Prototyping & User Stories . Problem Solving · User Research · Road Mapping · Market Research . Project Management · Scrum · Agile Methodology . Analytical skills
Courses: CRM · Business Process Management · Managerial Economics · Business Statistics .Operating system . DBMS

Projects

CoffeeCommerce | *Power Pivot , Measures , Slicer, KPIs*   **Jan 2024**

- Developed an Excel-based analysis for a coffee shop, **revealing a 25% increase in peak hour** sales and **top products contributing 40%** of total revenue.
- Created dynamic dashboards and pivot tables to visualize monthly sales trends and customer behavior across 10 store locations.
- Incorporated KPIs, measures, and slicers to dynamically track and filter key performance metrics.

Linkize - Social Media Application | *HTML, CSS, Javascript, ExpressJS, PostgreSQL*   **June 2021**

- Developed a social media application client using pure HTML, CSS and Vanilla JavaScript and server using Node.js, Express.js, and PostgreSQL.
- Implemented a real time chat feature using socket.io and authorized OAuth using PassportJs

Position of Responsibilities

- **Public Relations Coordinator** for IIIT Gwalior's **Alumni Networking Team**, overseeing the alumni portal, LinkedIn interactions, and organizing Alumni Meet '23.
- Directed and performed as **lead vocalist and guitarist for college band Pralaya**, increasing event attendance by 40% and securing first place in 3 regional music competition

Achievements/Volunteering

- Secured **1st** position in **Sargam Aith** Chord Battle in an online singing competition in 2020.
- **Contributor** at Girl Script Summer Of Code 2021, Open Source Program.
- Led a **20 member team** to execute the **Alumni'23 Meet** overseeing hospitality and music event planning for a successful alumni gathering.