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 Manager Intern Oct 2023 – Dec 2023
Sarvh | Homepage *Remote*
- Performed various market analyses and market capitalization possible and identified opportunities for initial growth.
- As a product lead, Prioritized and delivered key projects on time. Aligning the team activities and ensuring cross-functional actions are effective.
- Performed initial user research to understand user psychology.

Artificial Intelligence Intern Gwalior
ABV-IIITM *Gwalior, Madhya Pradesh*
- Analyzed key related research regarding Classification Models for Human Activity Recognition.
- Worked towards developing a Human activity recognization system using LSTM Algorithm.

Technical Skills

Languages: JavaScript · Python · C/C++
Key Skills: Product Analysis · Problem Solving · User Research · Road Mapping · UX Design · Management · Market Research · Figma · Jira · Whimsical · Miro · Project Management · Data Analysis · Requirement Gathering · Google Analytics · Slack · Agile Methodology
Courses: CRM · Accounting · Business Process Management · Managerial Economics · Business Statistics

Projects

Spotify Case Study | *User Persona, SWOT Analysis* Jan 2024
- Performed in-depth product case study on Spotify App incorporating **identification** and **analysis of various problems** to attain peaks in overall user journey, experience and trust.
- Conducted **rigorous competitor analysis** of the brand and found untapped territories to increase the market share and revenue, recommended targeted campaigns that can position the brand and increase customer engagement.

Linkize - Social Media Application | *HTML, CSS, VanillaJS, ExpressJS, PostgreSQL, Socket.io* 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 Nov 2021 – Present
Alumni Networking Team | Homepage *IIIT Gwalior*
- Managed the IIITM Alumni portal and curated content for LinkedIn and Instagram, enhancing alumni interactions and network development.
- Led a **20 member team** to execute the **Alumni'23 Meet** overseeing hospitality and music event planning for a successful alumni gathering.

Achievements/Volunteering

- Secured **1st** position in **Sargam Aith** Chord Battle in an online singing competition at my nearby college during pandemic.
- **Contributor** at Girl Script Summer Of Code 2021, Open Source Program.
- Spearheaded graphic design mentoring for Rotaract IIITM, while actively supporting COVID-19 relief efforts and managing design projects with adept prioritization and resource optimization.