

# SUHASINI JOHN GADAM

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## SKILLS

- Scrum Master & Agile Methodologies
- Six Sigma & Lean Agility
- Sales Pipeline Management
- Operations & Logistics Management
- Risk Identification & Mitigation
- Scheduling & Budgeting
- User Experience Research
- New Product Development
- Product Marketing & Advertising
- Leadership & Negotiations
- Strategic Planning & Execution
- Cross-Domain Collaboration
- Requirement & Quality Analysis
- 360 Degree CRM Strategies
- Web Design & Development

## EXPERIENCE

- **Product & Process Manager Intern** **Clockwork Recruiting, Oakland, CA** **Feb'17 - Present**
  - Owned, managed and released an API product to integrate the Clockwork SaaS platform with other popular marketing and CRM apps such as MailChimp, Wufoo Forms, HubSpot and Google Spreadsheets.
  - Created, tested and released multiple integrations using Zapier, a middleware software, based on popular use cases and workflows.
  - Designed and developed marketing campaigns and collateral for the product in collaboration with Zapier's style guide policies.
  - Determined cost-per-user pricing strategies and collaborated with the customer success team to develop new training material.
  - Established open communication channels with customers to facilitate a 360-degree feedback loop to improve the process.
- **Project Management Student Intern** **International Technological University, San Jose, CA** **Jan'16 - Dec'16**
  - Pitched, planned and executed **SGA Build & Pitch Hackathon** by collaborating with 25 volunteers, 100 participants, 20 faculty/staff members and guest speakers. Involved in all phases of project lifecycle, maintained project schedules, meeting summaries and status reports for effective collaboration between team members.
  - Successfully hosted a **Toastmasters Speed Networking Event** for IT professionals by managing a team of 20 volunteers. Designed reports, graphs and charts to provide a summary of event status to senior management and faculty members.
  - Managed **ITU Presents**, a school event similar to **TED Talks**, which hosts experts in engineering disciplines to present tech trends.
- **Associate Project Manager** **Codeforce 360, Hyderabad, India** **Jun'11 - Apr'15**
  - 4 years of Project Management experience collaborating with cross-functional teams of designers, analysts, developers and testers.
  - Interacted with B2B clients to prepare requirement documents, respond to queries and communicate development progress.
  - Owned, prioritized and maintained the Product Backlog, including definition of epics, user stories and acceptance criteria.
  - Applied Agile, Six Sigma and Lean project management techniques for optimizing project resources and maximizing performance.
  - Effectively used the agile approach for creating detailed project road maps, plans, schedules and work breakdown structures.
  - Analysed financial and statistical data to mitigate risks and managed change effectively in evolving business environments.
  - Focused on business objectives and progress to ensure project milestones were completed on time and within budget.
  - Resolved numerous project issues including staffing shortages, tactical decisions, scope creep and divergent business user needs.
  - Utilized Sprint Burn-Down, Gantt Charts and Planning Poker technique for effort estimation, project priorities and task dependencies.
  - Collaborated with the Inside Sales team to implement SMART product marketing strategies and improved the sales pipeline by 20%.
  - Introduced and implemented A/B Testing technique in alpha releases to enhance clarity and provide result-oriented product goals.
  - Managed comprehensive redesign of marketing plans and budget plans to enhance complex CRM solutions and increase ROI.
  - Conducted product design sprints with UX teams to rapidly prototype wireframes and draw up requirement documents for features.
  - Managed new product and services life cycle activities supported by revenue and user experience analysis and research.
  - Worked closely with UX teams for usability testing and developing user design for CRM solutions customization benefits.
  - Successfully drove customer engagement by 3x, integrating Email Marketing & Campaign Management with customer feedback loop.

## TOOLS

MS Project, MS Office, JIRA, Salesforce.com, Zendesk, Trello, Sketch, Adobe Creative Cloud, HTML5, CSS3, Bootstrap, JavaScript

## EDUCATION

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|--|--|------------------------|
| <b>M.S. Engineering Management (GPA: 3.9/4.0)</b>                          | <i>International Technological University, San Jose, CA, USA</i> | <b>May'15 – Apr'17</b> |
| <b>M.B.A Marketing, Product &amp; Operations Management (GPA: 3.7/4.0)</b> | <i>IGNOU, Hyderabad, India</i>                                   | <b>Jun'11 – Jun'13</b> |