

Surabhi Soumya

Portfolio: <https://bit.ly/3Cfth1o>

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DESCRIPTION

- Goal Oriented Product Manager with a total of 5 years of experience in risk analytics and product. Involved in creation of new products from idea stage until launch. Skillful in gathering product requirements, suggesting product enhancements and performing quality assurance controls. Familiar with market research, consumer behavior and marketing techniques paired with experience with data sciences and risk analytics

EDUCATION

- **Delhi School of Economics** New Delhi, India
Masters of Arts - Economics *July 2014 - June 2016*
- **Hansraj College** New Delhi, India
Bachelors of Arts - Economics *July 2011 - June 2014*

SKILLS SUMMARY

- **Product development / Product Roadmaps / Competitive market analysis:**
- **Tools:** Google Analytics, Mixpanel, Clevertap, Blasmic, Figma, Notion, SAS, SQL, STATA, MS -Excel, Word, PowerPoint
- **Soft Skills:** Product strategy roadmap, Problem Solving, User Competitor research, Agile Methodologies, Strategic planning and execution, Success mapping and product metrics management, model development economic forecasting

EXPERIENCE

- **AlphaMoney** Gurugram
Senior Product Manager (Full-time) *Jan 2022 - Current*
 - : Created product positioning strategies designed to achieve optimal market penetration.
 - : Established criteria for each milestone within product roadmap as means to measure developmental progress.
 - : Conceptualized and deployed enhanced product features and optimized implementation for use in marketing strategies.
 - : Assessed costs and estimated production capabilities to evaluate economic viability.
 - : Documented user stories, specifications and product features into detailed work order to communicate across teams and build mandatory requirements.
 - : Prioritized roadmap in order to achieve product goals and metrics.
 - : Coordinated design meetings and decisions with internal departments and teams.
 - : Coordinated landing page efforts to increase conversion rates.
 - : Analyzed metrics to measure product performance.
 - : Spearheaded collaborative efforts to bring products to market.
 - : Reviewed new opportunities to drive business strategy at planning sessions.
- **Research Assistant** Bombay
IIT Bombay *April 2020 - Dec 2021*
 - : Researched on the use of psychometrics factors for credit assessment and risk underwriting to bring new customers under credit
 - : Undertook primary research , conceptualized studies, created data collection tools and analyzed and inferred from collected data.
 - : Performed secondary research ,prepare a repository of countries and cities which make use of alternate data for credit underwriting.
 - : Co-related different parameters and carried out regression analyses to make sense of different parameters affecting credit worthiness.
 - : Communicated research outcomes and analytical content to civil society, businesses, non-technical audiences and other stakeholders
- **American Express** Gurugram
Assistant Manager *May 2016 - April 2019*
 - : Developed and enhanced existing American Express Credit risk (CDSS) models by leveraging GBM and logistic modeling techniques to increase default capture and prediction.
 - : Worked on the development and maintenance of Credit Risk assessment models for international markets. Exercised ownership of Germany, Netherlands and France.
 - : Enhanced economic logic and optimization models to maximize Through-the-Cycle returns for customer decision science. Included new accounts information in customer management for missing information along with addition of new variables to improve model performance .
 - : Reviewed High Balance Loss cases and plug unique model shortfall to create predictive variables that provide incremental discrimination over and above the existing framework

HONORS AND AWARDS

- Placement cell coordinator: lead a team of 12 coordinators and ensured 95 percent plus placements in that year
- Offered golden key membership for being amongst the top 15 percent in Delhi University
- Certificate of Merit awarded for best study on causes and impact of noise pollution in college
- Position holder in class 10th and 12th

COURSES AND CERTIFICATIONS

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| • PM School | Bootcamp |
| • <i>Undertook Product Management Coursework</i> | |
| • Become a Product Manager | Udemy |
| • <i>Undertook Product Management Coursework</i> | |