

Deekshitha Kilaru

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Business Strategy | Product Roadmap | Product Launches | Product Marketing | Project Management | Strategic Planning | Crisis Management | Continuous Improvement | Vendor Management | Stakeholder Management | Troubleshooting

Product Manager / Business Analyst

Summary:

- Highly skilled and innovative Product Manager with extensive business development experience within highly competitive markets.
- Analytical professional skilled in successfully navigating corporations large and small through periods of accelerated growth.
- Collaborative communicator continually focused on building relationships and promoting synergy across business lines and global units to drive positive change, cohesive, comprehensive business approaches and enhanced profitability.

Education:

Rowan University, New Jersey, NJ

- Bachelor of Engineering in Computer Science

May 2022

GPA: 3.30

Technical Skills:

- **Programming Language:** R, Python, SAS Base, Visual Basic, MATLAB, SQL
- **Abilities:** User Journey, Scrum Framework, Product Roadmaps, Wire-frame Design, UX research, Figma, Balsamiq
- **Data Analytics:** Spark, Data bricks, Hadoop, Tableau, Power BI, Looker, Qlik, Excel, MATLAB, Agile Project Management, VS Code, JIRA
- **Business Skills:** Google Office Suite, MS office suite (Excel, Word, PowerPoint), Supervised and Unsupervised Machine Learning algorithms, Time Series Analysis, Data Extraction, Data Analytics, Data Visualization
- **Interpersonal Skills:** Strong Internet Research, Excellent Verbal, Written and Quantitative Skills, Time Management and Prioritization Abilities, Effective Presentation and Negotiation Skills

Work Experience

Product Manager, Rowan University, New Jersey, NJ

Sept 2021 – May 2022

- Worked cross-functionally with developers and UI/UX designers to build an application for 23,000 students to build an interactive events app that helped in student engagement on campus.
- Monitored market and competitor trends, and analyzed customer feedback data through surveys and research, prioritized and made 5 key product feature changes improving student interaction and event visibility

Data Science Analyst Intern, Board Infinity (E-learning Platform), Remote

Aug 2020 – Nov 2020

- Integrated Google Analytics with Data studio to build interactive dashboards tracking website metrics.
- Designed A/B testing scenarios for 3 UI screens, gathered 500 user research points leading to 9% increase in user adoption rate.
- Managed OKR metric tracking and reporting in Power BI, reduced time to quarterly report presentation by 8%.
- Managed Product Roadmap prioritization for 3 Educational Content streams, led to 13% increased user completion rate
- Conducted Competitive Market research on 11 competitors in SEO and Digital Advertising, implemented recommendations leading to 18% increase in customer acquisition rate.

Product Development Intern, 3S logics, India

May 2020 – July 2020

- Built data visualization using SQL scripts & Tableau Dashboard chart optimization for business KPIs that reduce manual reporting work by 8 hrs weekly.
- Reviewed user stories in JIRA to provide accurate technical sizing, monitored adherence to acceptance criteria thereby improving efficiency in sprint planning and release management by 20%.
- Worked with Head of design to implement new features for B2B & B2C events, build business model, wrote platform specification & documentation.
- Through root cause analysis with Product Manager, Data scientists, identified a strategic marketing opportunity for the client and made recommendations that saved the client & stakeholders over 3.5K in annual campaign costs.

Head of Product, Spade EMS, India

Aug 2019 – July 2020

- Build visionary innovations (occasionally in front of investors or analysts), strategic decision proposals, as well as the calculation of business cases
- Responsible for strategic partnerships and lead necessary contract negotiations
- **Business Analyst:** Assisted Product Chief in pipeline management, and collateral preparation for 7 clients across North-India.
- Negotiated 5 contracts with distributors, resulting in an avg reduction of 25% in development expenses, established effective network in key markets.
- Tested business processes of SPADE EMS, designed Product roadmaps improving business performance by 18%

Leadership Experience

Technical Assistant, US Election Commission:

- Assisted US election Commission with troubleshooting during local elections in Gloucester County, New Jersey.
- Assisted 50 people per hour for smooth processing of election duties.

Speaker, Silver Lining Foundation:

- Spokesperson and campaign lead for awareness on clinical depression & anxiety in college students.
- Conducted weekly interactions and delivered 5 speeches to over 300 Audience.

Social Activist: Red Cross, VNU & Margam

- Assisted in the administration and provided direct support to 4 Red Cross programs, including logistical duties such as ordering supplies, food supplies, medicines, and course books to help underprivileged minority class children.
- Lead the Lantern festival for 350+ audience to create awareness about Swatch Bharath Abhiyan, employment, business opportunities for youth.
- Launched Sunday volunteering services with a team of 20 people to improve city conditions and promote tourism.