

RAMINDER KAUR

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Current Location: Sector 78, Noida

PROFILE SUMMARY

Ambitious & Self-motivated product professional with **4.5 years** of experience in Product Management and Product Marketing across web and mobile(app and m-site) platforms.

Key Skills:

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|----------------------|----------------------|--------------------|
| - Product Management | - Product Roadmap | - Google Analytics |
| - Wire-framing | - Project Management | - Product Strategy |

WORK EXPERIENCE

Total: 4.5 Years

Times Internet Ltd.

July'17 – Present (1.2 Years)

Sr. Product Manager, [EconomicTimes.com](https://www.economicstimes.com)

Lead Product Manager for all enhancements, new features, content mapping, data-based decision making, strategic projects and roadmap for TheEconomicTimes.com – ET Main, web and mobile site. (ET Main – includes News, Politics, Industry, Tech, Jobs, Defence, Magazines etc., excludes ET Markets, ET Wealth, ET MF, ET Small-Biz, ET B2B, ET Portfolio)

Key Projects:

1. Sign-up flow revamp across ET
2. New template implementation for special pages – Budget, Elections, Events etc.
3. ET Newsletter personalization
4. ET Podcasts, ET Alexa Skills, ET Calculators.

HT Media Ltd.

Sept'15 – Apr'17 (1.8 Years)

Product Manager, [Shine.com](https://www.shine.com)

Roles and Responsibilities:

- Managing the product throughout the Product Life Cycle, regularly monitoring key metrics and providing insights to help business take decisions
- Creating product roadmaps and Product specification documents (PRDs) for product features, enhancements, user flows and back-end logics
- As the **Product Team lead**, handled a team of 6 Asst. Product Managers for developments and product releases across Shine.com candidate and recruiter portals

Key Projects & Achievements:

1. **Registration and Apply Flow Improvements**
 - Improved user experience of registration flows on Shine candidate app and m-site.
 - Worked extensively on increasing social applications (via LinkedIn, FB, Gmail) and enhancements on post-apply pages to increase candidate activity and engagement.
2. **ATS Integrations** with key Enterprise clients
 - Creation of specifications for Job, Search and Apply APIs
 - Appreciation from top management for successfully handling integrations with key enterprise clients like IBM, Capgemini, Infosys, Wipro, Amazon ; increasing the number of top company jobs on site by 80%, contributing to user traffic and job applications
3. **Shine Employee Referral App**
 - Developed Shine ER App from scratch - Strategizing, wireframing and implementing product roadmap of Shine Employee Referral App and Shine Konnect- a User graph framework

- Gamification in Shine ER App – Employee engagement through Rewards, Leaderboards, GCMs and In-app communication

Tools Used:

- Wireframes and Prototypes: Balsamiq Mockups
- Analytics Tools - Google Analytics, Mo-engage, Crazy Egg, MS Office Suite
- Competition benchmarking - Similarweb, Comscore
- Search - Solr

U2opia Mobile Pvt. Ltd.

Mar'14 – Sept'15 (1.5 Years)

Assistant Manager-Product Marketing, Woo App

Roles and Responsibilities:

- Responsible for User Engagement and Retention for match-making app Woo
- Understanding user behavior through data analysis, customer feedback and click stream analysis
- Analyzed and reported key product metrics to the top management, set-up event tracking on GA
- Tracked user journey and strategized Email, SMS, Push and In-app notification campaigns based on the users' app activity, executed promotional and FB campaigns
- Conducted pre and post launch market research for the product and did usability testing surveys.
- Worked closely with Tech and Design teams to create synergies leading to a high quality product and UX

Key Projects & Achievements:

1. Planned and successfully executed the integration of “Swrve” - an international marketing automation tool with Woo app, and strategized mobile app campaigns that increased the user engagement by 30%
2. Improved the user acquisition funnel to make the profile creation process smoother and faster
3. Enhanced efficiency of email and other engagement campaigns to increase the Daily Active Users(DAUs), Matches and Chats(User Engagement)
4. Improved the recommendation engine logic and increased the matches by 60%

ACADEMIC QUALIFICATIONS

Qualification	Institute/University	Year	Percentage
PGDM/MBA (Marketing and Finance)	International Management Institute(IMI), Delhi	2014	74.16
B.Tech. (Electronics & Communication)	YMCA University of Science and Technology, Faridabad (M.D.U)	2012	83.11
Class XII	M.V.N. School, Faridabad (CBSE)	2008	92.40
Class X	St. Albans School, Faridabad (CBSE)	2006	95.80

CERTIFICATIONS

- ✓ Google Adwords Fundamentals and Mobile Advertising, 2018
- ✓ Google Analytics and Mobile App Analytics, 2018
- ✓ SAP ERP 6.04 – SAP University Alliances, 2013

LEADERSHIP ROLES & CO-CURRICULAR ACHIEVEMENTS

- Product Team Lead at HT Media, handling a team of 6 Asst. Product managers.
- Secretary of Economics and Business Society at IMI Delhi (2012-14)
- Key organizer of CONVENTUS-Annual management conclave at IMI Delhi (2012-14)
- Winner of Marketing League 2.0 – Flagship Marketing event of IMI Delhi (2013)
- Runner-up of Brand Marketing Event, MDI Gurgaon (2013)