

Khushi M

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Linkedin | Portfolio

SUMMARY

A diligent and detail oriented individual with **experience working in both start-up and established venture**. Driven by a strong dedication of creating extraordinary customer experiences by consistently delivering valuable results supported by data. Specialized in **conducting market research, developing product roadmap and cross-functional collaboration**

KEY SKILLS

Software skills - Jira, Miro, Trello, Ms Excel, SQL, Whimsical, Figma, Google Analytics

Core competences - Root Cause Analysis, Designing User Journey, Wireframing, Data-driven, Product Development, Strategic Planning, Problem-solving

EXPERIENCE

Product Management Intern

Sep 2023 - Dec 2023

Gami Diamonds, Bengaluru

- **Launched MVP** by conducting market research to identify emerging trends, customer needs and competitive opportunities
- Executed and strategically **prioritized features** based on both necessity and technical feasibility and exclusively engaged with developers
- Exhibited a collaborative environment with development, sales and marketing teams **to leverage brand reputation** and employed content marketing strategies to **drive organic traffic and boost SEO performance**
- Directed **multiple product development initiatives**, setting realistic timelines and ensuring on-time delivery considering constraints

Product Management Fellow

Oct 2022 - Aug 2023

Upraised, Bengaluru

- Acquired interview experience and got **endorsed by senior product leaderships from Walmart, Salesforce and Upstox within a period of 15 days**
- Performed **feature teardowns** and **created wireframes** using customer journeys to drive product development
- Developed an industry grade **PRD on Swiggy** to increase customer acquisition rate which was rigorously reviewed and approved by Senior Project Manager from Plugsurfing
- Conducted extensive **product detailed observations** especially focusing features during a 16-week program

Logistics Manager

Jul 2021 - Jun 2022

Bmlal Bros, Chennai

- Managed **5000 units of tires per month** spread across warehouses and ensured smooth operations and timely completion of tasks
- Supervised a **team of 8** to oversee procurement, logistics, inventory management, order fulfilment and client queries
- Attained a reduction of **15% involved in transportation**, by utilizing the vehicles at full capacity
- Addressed around **15 to 20 client queries per day**, understand customer preferences and report the same to the company

EDUCATION

Executive Diploma in Marketing Management

Sep 2022 - Jun 2023

Loyola Institute of Business Administration, Chennai

B.Sc in Fashion Design

Jul 2018 - Mar 2021

INIFD, Chennai