Pavithra G
PM Fellow @ Upraised - CAP

Mobile: +91 9148036729
LinkedIn: PAVITHRA GOPALAKRISHNAN | LinkedIn
Email ID: pavithra.gopalakrishna7722@gmail.com

WORK EXPERIENCE

Product Management - Upraised - CAP, Bangalore *(Sept '22 - Feb'23)*

Real Time project experience in Product Management

- **PRD on** 📄 Retention of Customers on Amazon with Trusted Reviews outlining a plan to obtain reliable customer reviews by utilizing known contacts data and providing incentives in the form of reward points for writing reviews. This strategy is expected to result in a significant increase in the number of orders and customer retention on the platform, which in turn is projected to lead to a conversion rate of 15% on revenue.
- **Strengthened all the foundational skills** that are needed to become an effective Product Manager.
- **Worked on multiple case studies** in solving the problems in an structured manner.
- **Identifying User & Business problems** & shipping the relevant products according to the needs.
- **Excellent understanding of** Database, APIs & System design.
- **Developed sound** knowledge on how to work with stakeholders.
- **Gained extensive hands-on experience in** Product Analytics.
- **Defining Metrics & Success** & quantifying the user flows ie Funnels.
- **Developed an extensive & in depth knowledge** on various Product Growth phases (Acquisition, Activation, Retention, Revenue, Referral, Experimentation).
- **Product Observations are done** 🔲 Product Observations

Associate Manager Marketing - Jain University, Bangalore *(Oct'18 - Present)*

Leading Marketing Strategies & Product improvements

- **Evaluate existing marketing strategies, analyze market factors such as cost and markup**, identify areas for improvement and develop new strategies that align with the company's goals to maximize profits.
- **Evaluate product development projects to determine their return on investment** and analyze potential profit or loss rejections.Create budgets,research and development appropriations to ensure successful product launches.
- Applied **SEO** principles and strategies to optimize product content and created separate microsites resulting in a significant 45% increase in lead generation.
- Ability to conduct **Market Research** to identify customer needs, preferences, and trends, and to use that information to guide product development.
- Experience in using web analytics tools, such as **Google Analytics**, to track product performance and user behavior.
- Developed and executed effective **Social Media Marketing** campaigns to generate buzz and awareness for new products, resulting in a significant increase of 42% in conversion rates.
- **Experience working with cross-functional teams in a fast-paced environment to ensure that products are delivered on-time** and meet the highest quality standards.
- **Keep up to date with the latest product knowledge through assessmen**t of new product concepts and features.
- **Spearheaded the implementation of a CRM system** and provided technical guidance to facilitate the introduction of a chatbot.
- Successfully set up and managed **Pay-Per-Click (PPC)** campaigns, resulting in a notable 48% increase in conversions for the targeted product pages
- **Leveraged market trends and user insight to gain an understanding of customer needs** and develop actionable insights.

Business Development Executive - Educesta, Bangalore *(Apr'17 - Oct'18)*

Driving Business Development & Contributing to increase in Sales

- **Career counselor** for all UG & PG education courses.
- **Conducting Interviews** for qualified candidates.
- Counselled **3000+** students on Career Programs & delivered **40+** Seminars across universities.
- **Providing marketing ideas** & Participating in outbound activities.
- Hands-on experience in developing **Oracle CRM modules.**
- **Reviewing & Writing content** for Brochures Document evaluation.

EDUCATION

- **MCA** - Master of Computer Applications
  RNSIT • Bangalore 2017

- **BCA** - Bachelor of Computer Applications
  Seshadripuram First Grade College • Bangalore 2014

TECHNICAL SKILLS

- **Programming and Software Efficiency:** Whimsical, Figma, Retool, LeadSquared(CRM), MS Office.
- **Modeling and Analytics Packages:** MS Excel, Google Analytics,SEO,Social Media Management,Market Analytics, Product Marketing,Process Design,Market Planning.