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Website
Product Portfolio
Github
LinkedIn
London, Ontario

SUMMARY

- **Seasoned visionary in strategic project management and growth-oriented product management**, possessing expertise in the dynamic realm of digital marketing with proven track record of delivering successful projects and driving results
- **Expert at taking on extreme challenges, navigating complex organisational dynamics**, and forecasting and dismantling roadblocks to success.
- **A highly adaptable professional** with exceptional capacity to quickly adjust to dynamic situations, possessing an invaluable skillset that can significantly benefit any team or project.

SKILLS:

- User Experience
- Data Analytics
- Strategic thinking
- Product Management
- Product Design
- Product Marketing
- Structured thinking
- Problem solving
- Digital Marketing
- Social Media Marketing
- Web Development
- Content Management
- Technical Skills -**
- Google Adwords
- SEM, SEO
- Google Analytics
- SEMrush
- Canva
- Jira
- Figma
- Whimsical
- Salesforce
- SQL
- Microsoft office suite
- HTML, CSS, JavaScript

CERTIFICATIONS:

1. Ms Project - Udemy
2. Seed Spark course - Stanford
3. Product Management - Revel, January 2023
4. [Fundamentals of Digital Marketing](#)
Google Digital Garage, February 2021
5. Web development course - Udemy
6. Inbound Marketing - HubSpot, January 2022
7. CSS Animation - LinkedIn, November 2021
8. [Certificate of recognition - illuminate 2020 by IIT Bombay](#), December 2018
9. [Mimic Pro Digital Marketing Simulation](#) - Stukent, December 2021

PRIYANSHA AHUJA

STRATEGIC PROJECT MANAGER | GROWTH PRODUCT
MANAGER | DIGITAL MARKETER

WORK EXPERIENCE

Management Intern (Project and Product Manager)

Jul '23 - Nov '23

UTSAAH LAB, CPDM, Indian Institute of Science Bangalore, India

- **Led cross-functional project teams** and initiated daily communication with internal cross-functional team members and stakeholders to drive efficiency and effectiveness while ensuring that project goals were met
- Organized and led regular project review meetings with internal cross-functional departments, as well as outside sources, to update team members on project status and progress
- Spearheaded initiatives for **market analysis**, identifying and assessing over **10 potential markets** to strategically expand the reach of affordable medical devices such as insulin pumps and heart preservation devices
- Took ownership of comprehensive product strategies, encompassing end-to-end **go-to-market strategies**
- Proficiently utilized tools such as **MS Project** to streamline project management processes

Product Management Fellow

Nov '22 - Apr '23

Upraised Bangalore, India

- Endorsed by **senior product leaders** from companies like **Amazon, Cisco and Wolt**.
- **Developed a strong foundation in product development** through experience in creating PRDs, conducting user interviews, and performing user research
- **Worked on a PRD** to increase the **sign-up to investment conversion rate from 15% to 20%** by having users who sign up complete their first investment within a period of two weeks for **Smallcase**
- **Worked on a PRD** to increase **Headspace's revenue** by increasing the subscription renewal rate by 20%
- **Skilled in conducting user interviews to gain insights into user pain points and requirements**
- Skilled in **analyzing and dissecting complex products** to identify areas for **improvement and innovation**
- **Collaborated** closely with a **PM coach** to develop skills in product development and user-centric design
- Utilized **data-driven insights** to make informed decisions that improve the user experience
- **Highly analytical with keen attention to detail**, allowing for accurate interpretation and reporting of user research findings

Digital Marketing Intern

Nov '21 - May '22

Cloud Maven, Inc. Agra, India

Cloud Maven is a USA-based B2B SaaS company that builds salesforce-native digital solutions and assists organisations in turning their software ideas into business results

- **Handled social media presence** & developed and **implemented link-building strategies**
- **Contributed** to enhancing **website traffic by 56%** by **introducing a user-friendly layout** with **SEO-optimised content**
- **Conducted several SEO audits** that considered on-page and off-page elements and did competitor analysis to improve off-page SEO
- **Learned about salesforce administration** to come up with relevant content and acquired the technical know-how
- **Streamlined internal processes**, resulting in a **20% reduction in project turnaround time**
- **Accumulated and analysed SEO-related data** from multiple resources including Google Analytics, Google Search Console, Moz, SEMrush, and Similarweb
- **Collaborated** closely with the manager and five content team members to develop and distribute fresh content regularly
- **Presented proposals and strategies** to the manager, and also helped colleagues with special task
- Boosted **domain authority and page authority by 30%** and **keyword usage from 10% to 50%**
- **Took the lead in resolving a significant challenge** and curtailed the situation effectively for website traffic improvement.

Social Media Marketing Intern

Oct '21 - Jan '22

Aashman Foundation Agra, India

Aashman Foundation is an NGO that works for the upliftment and betterment of underprivileged kids.

- **Assisted the social media marketing head** with various marketing projects that would engage potential customer base
- **Designed and executed social media campaigns** that enhanced the social media presence overall by a 20% increase in engagement
- **Responded to comments, posts, and questions from various channels** to maintain the company's social media presence
- **Created organic content to publish on Instagram, Facebook**, and other platforms

ACADEMIC QUALIFICATION

Master's In International Business

Jan '24 - Sep '25

Ivey Business School | Ontario

Professional Diploma in Digital Marketing

Aug' 21 - Jul' 22

NMIMS K.P.B Hinduja College Of Commerce | Mumbai

Bachelor's of Management Studies (Marketing)

Aug'18 - Jul' 21

K.P.B Hinduja College of Commerce | Mumbai

CGPA: 9.35

LEADERSHIP ROLES:

- **Headed Public Relations** activities of college festivals and kept a close eye on the arrangements of events at K.P.B Hinduja College, September 2018 - March 2019
- **Led cross-functional project teams** and Spearheaded initiatives for **market analysis**, identifying and assessing over **10 potential markets** to strategically expand the reach of affordable medical devices such as insulin pumps and heart preservation devices, July 2023 - November 2023