

# Snehankitha M *Product Manager, PMI-CAPM®*

📌 Notion   in LinkedIn   📧 Medium   🌐 PMI-CAPM®   📞 9494009565   ✉️ snehankithamaddineni79@gmail.com

## PROFILE

- **4 years** in Management roles hands-on with Global products owning the products end-to-end and collaboration with international clients.
- Primary Skills include Product UX Design, Product Strategy, Project Management, and Scrum Management.

## PROFESSIONAL EXPERIENCE

- 2023 Jan – present     **Amazon, Product Manager (Contract)**
- Revamped the **Global** Amazon Returns and Exchange website and mobile pages with optimised user flows and constructed efficient data mapping decreasing user journey by 75%
  - Identified gaps in user experience (UX) needs, and played the role of a UX Designer to create intuitive and user-friendly interfaces for **end-to-end product design**, resulting in seamless user experiences
  - Successfully managed **STLC** of the product release achieving 98% **UAT** accuracy before the expected timeline
  - **Skills:** Wireframing, User Stories, MS Excel, SQL, Cross Functional Collaboration, Balsamiq
- 2021 Jul – 2022 Dec     **Technovert, PMO Analyst**
- Queried 200+ **AI BOT** user actions and visualized insights to earn enhanced dialogue card mapping in **Azure LUIS**.
  - Worked on **no-code Chatbot Product**, aimed to serve marketing, sales purposes for global CPG clients.
  - Built a Chatbot Accelerator platform being for a Large CPG client. Used A/B testing to improve the Chatbot onboarding rate by 5x, reduce the build cost by ~90% & build duration by ~80%
  - Conceptualized and created ticketing module on **Keka HR SaaS app** for helping employees solve or raise tickets for problems associated with productivity; resulting in decreased RT by 30 % and monthly ticket count by 40%
  - **Exceptional Annual Rookie Performance'21** 🏆
  - **Skills:** Azure DevOps, Notion, PowerBI, SDLC, STLC, BI testing, UAT
- 2020 Jul – 2021 Jul     **Roligt Foods, Product Management - Strategy & Marketing**
- Built target group-wise pitches achieving 5 new consumer clients in the health and hospitality sectors; Revamped the sale pitches, and retail selling strategies and trained customer service teams.
  - Guided partnerships with peer-sustainable brands like SustainKart, and top vegan brands in the city; led 5 creative events, making the first 100% remarkable sale.
  - Laid out the social media strategy with design ideation for 12 months; creating 30% more engagement.
  - **Skills:** Strategy, Operation Management, Digital Marketing.
- 2019 Nov – 2020 Jul     **Amazon, Data Engineer Intern - Big Data Technology**
- Automated and successfully expanded with 5 new global marketplaces in Europe, North America, and Asia regions using MySQL, and Python on Amazon RedShift using **ETL modelling**.
  - Operated with **continental data policies** with cross-functional teams in the Big Data Technologies team, cleaning up over 2000 data profiles of 3TB.
  - **Skills:** Python, SQL, Excel, ETL, Data Warehouse Testing

## EDUCATION

- 2015 Jul – 2020 Jul     **National Institute of Technology Calicut, Bachelor of Technology, Computer Science & Engineering**
- 2022 Jul – 2023 Dec     **Upraised, Product Management**

## LEADERSHIP

- 2022 Aug – 2022 Aug     **Harvard Project Asia Conference (HPAIR) 2022, Delegate** 🏆
- **Cause:** Entrepreneurial inclusion of Mental Health supportive and Educational products.
  - Networking with global leaders discussing entrepreneurial principles and modern management ideologies.
- 2019 Sep – 2022 Oct     **Tinder U, City Lead - Ambassador (Marketing)** 🏆
- Fostered a team of 12 Hyderabad ambassadors and led 11 campaigns creating an impact of 2 Million views.
  - **Reward:** Rank 1 in Hyderabad team for cycles '19-'20, '20-'21; Secured 3rd position as part of the 'Big Race' '22.

## PROJECTS

- 2019 Jul – 2019 Aug     **Grace Hopper Codeathon India (GHCI '19), Project 'Vote from Home'** 🏆
- Pioneered for digitalization of the voting system aimed to benefit the elderly & differently-abled; Speech recognition using Google API voice-to-text translation, SQL and Python; Finalist & a special prize for the concept.

## CERTIFICATES

- PMI-CAPM®** 🏆 ((ID: 3235296))
- Product-Led Management** 🏆 (Pendo.io & Mind the Product)
- Six Sigma Principles** 🏆 (Kennesaw State University)

## COURSES

- Transitioning to Product Management, PMI** 🏆
- UX Design, By: Chris Nodder, LinkedIn Learning** 🏆
- Social Psychology, by Yale University** 🏆