

# Sushmitha Kondiparthi

## Product Analyst

6281178759 | Sushmithakondiparthi@gmail.com | Hyderabad, India | LinkedIn: [Sushmitha Kondiparthi](#) | Twitter: [Sushmitha\\_Kp](#)

## Summary

A highly curious and data-focused Product Analyst with 4 years of experience in developing strategies, analyzing product performance, and identifying opportunities to improve B2B SaaS products across advertising and recruitment industries.

## Experience

**Product Analyst, Rd&X Network** | Remote. Jan 2022 - Apr 2022

- Played a pivotal role in shaping **go-to-market (GTM) strategy** for ~\$590 billion market segment, **resulting 60% increase in ad spend**
- Liaised with a **cross-functional team** of 5 (product, engineering, sales, support) to launch a single sign-on platform.
- **Performed RCA on a 30% churn rate** to identify pain points, and later worked on improving the platform with internal stakeholders.
- **Increased user retention by 60%** by redesigning marketing campaigns and launching a free plan.

**Project Manager, SnappResume** | Remote. Apr 2020 - Nov 2021

- Supervised and implemented **sprint plans** to improve a **video interviewing platform**.
- Ensured the deliverables or milestones are on schedule, yielding a **reduction in the rate of delays by 60%**.
- **Identified and resolved issues & conflicts** within the project team.
- **Collaborated** with the development team to design, implement, evaluate and manage assigned tasks.

**Product operations specialist, Joveo** | Hyderabad. Apr 2018 - Mar 2020

- **Increased sales by 34%** by optimizing the usability and user experience of a programmatic advertising platform.
- **Conducted product demos** and helped the customer success team onboard clients like TMP, Doordash, Recruitics, Bayard, and Jobcase.
- Liaised with engineering and product managers to **identify performance issues, and test new features**.
- **Developed** strong relationships with customers to identify challenges, and areas for improvement.

## Technical skills

Languages: PostgreSQL, MongoDB, APIs, Javascript, Git, JSON, HTML/CSS

Tools & competencies: Figma, Miro, Asana, Adobe XD, Jira, Google Analytics, SCRUM & Agile Methodology, WordPress, Pendo, PowerBi, Excel, Intercom, MixPanel, Studio 3T, Tableplus, Postman.

## Education

**Bachelor of technology: Computer science, Apr 2018**

Jawaharlal Nehru Technological University, Hyderabad.

## Case studies

Product requirement document - [Enhancing the discovery experience on Myntra to improve AOV per user](#)

Product observations - [Product management: Hawkeye observations & problem identifications](#)

## Certifications

Web development for beginners: HTML, CSS, & Javascript - *Udemy, Feb 2020.*

Custom WordPress theme development - *Pluralsight, Mar 2020*

- Built a simple landing page to collect truck driver leads using the course - [Findmelead](#)

Make an IOS app: Swift, and X-code basics - *Udemy, Dec 2022*

## Interests

Web3, Startups, Fashion, Photography, Art, and entrepreneurship.