

# HASINI KAKUMANU

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## PROFESSIONAL SUMMARY

Aspiring Product Manager and Management graduate with internship experience in product and market research from different industries. Being adaptable to change, data-oriented, and having good communication skills are the strong suits that have given me opportunities to work on various projects and lead a diverse community with varied skill-set.

## SKILLS

- SQL
- Python
- Product Management
- Power BI
- Figma

## WORK EXPERIENCE

### UPRAISED, CAREER ACCELERATOR PROGRAM

INDIA

Product Management Fellow ([Product Portfolio](#))

May 2022-Present

- Created PRD to solve the problem statement 'Reduce Cart Abandonment' for Snapdeal which affects ARPU metric.
- Created PRD to build 'Introducing Earn Money' feature for Junio to increase acquisition and adoption metrics.
- Prepared a psych teardown for ThinkUp App.

### HELLO CHANGE (ORGANISATION AND TRAINING INDUSTRY)

MADRID, SPAIN

Product Research and Development Intern

Nov 2021-May 2022

- Undertook research for product development of Engagement dashboard accounting for 15% of the company's offerings.
- Constructed an employee engagement formula for engagement dashboard which calculates employee engagement based on psychometric test results.
- Worked cross-functionally with stakeholders to align everyone around product definition and communicate product development status.

### GRADRIGHT INC (ED-FIN-TECH INDUSTRY)

HYDERABAD, INDIA

Product and Market Research Intern

OCT 2020 – MAR 2020

- Collaborated with a team of 5 to reconstruct consulting model from manual to automatic.
- Enhanced operation process decreasing manhour requirement by over 60% and cost for resources by 10%.
- Interpreted statistical data and research conclusions, providing clients with insights to enhance profitability by 25%.
- Presented market research findings and recommendations to 4 new clients.

### MAKE A DIFFERENCE, NGO

HYDERABAD, INDIA

Education Support Mentor

JUNE 2018 – MARCH 2019

- Led a team of 19 members to bring equitable outcomes for children in terms of education.
- Achieved 94% pass percentage in shelter home consisting of 140 students for concerned subjects.

## EDUCATION

### UPRAISED, PRODUCT MANAGEMENT

INDIA

Career Accelerator Program

MAY 2022-PRESENT

### IE BUSINESS SCHOOL

MADRID, SPAIN

Masters in Management (MiM)

SEPTEMBER 2021-JULY 2022

Leading People and Teams (Hons); Managing Tech Startups (Hons)

### MAHATMA GANDHI INSTITUTE OF TECHNOLOGY

HYDERABAD, INDIA

Bachelor of Technology, Computer Science

AUGUST 2016–MAY 2020

## CO-CURRICULAR ACTIVITIES

Recruiting Volunteer at Make A Difference Organization

2017-2019

- Acted as a recruiter for 4 workshops by interviewing candidates regarding motivation and willingness to join organization.

Logistics and Finance Head in Entrepreneurship cell, MGIT

2017-2019

- Supervised logistics and finances valuing 65k INR allotted for conducting events for 2 years.

## OTHER INFORMATION

- Product Analytics Micro-Certification (PAC)<sup>™</sup>, Mixpanel.
- Google Project Management Specialization, Coursera.
- Taught English and Science to underprivileged children and orphans at Make A Difference for 2 years.