

SHIVANI SHETTY

SUMMARY

Spearheaded product development and enhancement to maximize sales success. Talented coordinator, problem-solver with proven expertise in roadmapping effective plans. Conceptualize, test and improve strategies to attain targets with cost-effective approaches. Demonstrated record of success in marketing management and campaign development. Successful at overseeing all stages of initiatives, building positive relationships and promoting products with innovative and forward-thinking approaches. Well-versed in tracking market trends and capitalizing on opportunities.

EDUCATION AND TRAINING

MBA, International Business, 12/2023

Amity University - Noida, Uttar Pradesh

Bachelors of Commerce, Marketing Management And Research, 11/2020

University of Mumbai - Mumbai

EXPERIENCE

Product Consultant, 01/2022 - 05/2023

Access Research Lab - Mangaluru, IN

- Helped coordinate testing to verify quality and usability of new product features.
- Analyzed data from various sources such as customer feedback, usage metrics, A and B testing results to inform product decisions.
- Managed product demonstrations, testimonials and benchmarks for performance evaluation.
- Delivered marketing strategy updates to upper-level management.
- Used Zoho Sprints for Agile project management, effectively planning and executing sprints, managing backlogs, and tracking team progress.
- Created processes and procedures that ensure high quality products are delivered on time.
- Established relationships with third party developers who could extend the reach of our products.
- Coordinated marketing events for showcasing product and service offerings.
- Performed post-launch analyses to measure success of feature rollouts.
- Conducted research to determine ideal markets for products and services.
- Defined and analyzed product metrics to facilitate growth of product.
- Conducted ongoing market research and competitive analysis to possess in-depth knowledge of markets, procedures and customers.



CONTACT

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SKILLS

- Proposal Development
- Team Collaboration
- Troubleshooting and QA
- Product Lifecycle Management
- Product Vision and Strategy
- Teamwork and Collaboration
- Research and Trend Analysis
- User Feedback Collection
- Wireframe Design
- Product Roadmaps
- Database Management Systems (SQL)
- End to End Feature Delivery
- Customer Training
- Product Issue Resolution
- Technical Support
- Cross Functional Leadership
- Product Development
- ZOHO
- Figma
- Jira
- MS Excel

- Leveraged technical knowledge to navigate functional requirements.
 - Provided technical guidance during troubleshooting efforts when needed.
 - Collaborated with others to discuss new opportunities.
 - Assisted with customer requests and answered questions to improve satisfaction.
 - Worked with cross-functional teams to achieve goals.
 - Modified existing software systems to enhance performance and add new features.
 - Exceeded customer satisfaction by finding creative solutions to problems.
 - Promoted high customer satisfaction by resolving problems with knowledgeable and friendly service.
 - Worked successfully with diverse group of coworkers to accomplish goals and address issues related to our products and services.
 - Provided technical support to global customers for network-related issues.
 - Collaborated with third-party vendors to resolve any network-related problems quickly and efficiently.
 - Replied to customer queries via email, messaging systems and support ticket platforms.
- Agile Methodology
 - Zendesk

LANGUAGES

Tulu: First Language

English:	C2	Hindi:	C1
<div>Proficient (C2)</div>		<div>Advanced (C1)</div>	
Marathi:	B1		
<div>Intermediate (B1)</div>			