**Monika Parsa**

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**SUMMARY**

* 5+ years of experience in product management with research, planning, implementation, testing, and release workflow processes, business processes, requirement gathering, creating wireframes/mockups, and providing process improvement.
* Expert in creating formal business cases and product descriptions and working as a facilitator between various internal organizations to ensure product policy and processes are negotiated, documented, and executed accurately.
* Leveraging A/B testing insights to optimize product roadmap, based on user response, ensuring data-driven product development and maximizing user satisfaction.
* Proven ability to define product vision and strategy, stakeholder alignment, and communicate product goals clearly, ensuring successful product launches and consistent performance improvements.

**EDUCATION**

**Master of Science Management Information Systems GPA - 3.86**

*Stevens Institute of Technology, New Jersey, USA*

**Bachelor of Science in Computer Science GPA - 3.20**

*Lovely Professional University, Jalandhar, Punjab, India*

**TECHNICAL SKILLS**

* **Product Management:** Market Research, User Story Mapping, Feature Prioritization, Backlog Management, User Design, Product Strategy, Product Vision, Product Launch, Customer Journey Mapping, Go-to-Market Strategy (GTM), Business Analysis, Product Roadmaps, A/B Testing
* **Project Management:** Agile Methodologies, Scrum, Stakeholder Management, Key Performance Metrics (KPI), Sprint Planning, User Documentation Writing
* **Tools:** Jira, Figma, Asana, Trello, Aha, Miro, Postman, Microsoft Excel, PowerPoint, Word, Confluence, Balsamiq, Hotjar, Notion, Zendesk, GitHub, Google Analytics, Lucid Charts, MS Visio
* **Technologies:** Python, SQL, Power BI, Tableau, SWOT Analysis, Multivariate Analysis, Cloud Computing, LaTeX, Artificial Intelligence (AI)
* **Database:** MS SQL Server, MySQL, PostgreSQL

**PROFESSIONAL EXPERIENCE**

**Complify, NJ**  **Oct 2024 – Present**

*Product Manager Intern*

* Conducted market analysis to understand compliance needs in fintech space and competitor offerings, influencing product strategy and ensuring our roadmap aligns with industry requirements.
* Constructed detailed product requirements and user stories using JIRA to clearly define compliance product features, ensuring customer-centric solutions and prioritization.
* Designed and refined wireframes and prototypes for compliance management system using tools Figma, and Balsamiq, facilitating collaboration with UX engineering teams.
* Developed a quarterly product roadmap using Asana, outlining key initiatives and ensuring strategic alignment for upcoming projects.
* Delivered technical presentations on product updates and regulatory features to involved stakeholders

**Wayfair, NJ**  **May 2024 – Sep 2024**

*Product Manager Intern*

* Constructed and supervised release timeline based on capacity and effort; driving feature enhancements and purpose implementation strategies for in-house product features to increase data processing capacity by 80%.
* Conducted usability testing and user research to gather insights, improving overall product usability scores by 18% and driving product iterations aligned with user preferences.
* Facilitated user story mapping sessions with cross-functional teams, creating multiple user stories that led to a 20% increase in development efficiency by ensuring clear alignment between business goals and technical implementation.
* Directed detailed customer journey mapping, analyzing touchpoints across user experience and identifying pain points, resulting in a 25% improvement in customer satisfaction and a 10% reduction in churn rate through targeted enhancements.
* Managed relationships with key stakeholders, including executives, clients, and cross-functional teams, ensuring alignment on product vision and business objectives, resulting in a 40% increase in stakeholder satisfaction.

**Tata Communications (Acquired Kaleyra), India**  **Nov 2019 – Dec 2022**

*Product Manager*

* Directed cross-functional teams through end-to-end product development life cycle, including strategic sprint planning, daily standup, backlog refinement, release notes, and retrospectives, achieving a 10% increase in product adoption by launching targeted features.
* Spearheaded launch of multiple product lines (Click-to-Call, Call Masking, Call Recording, IVR) by gathering user requirements, user experience design (UI/UX) & wireframes, acceptance criteria, and user acceptance testing (UAT), improving user experience by 30%.
* Conducted in-depth market research and analysis on SIP Trunking, developing high-level internal documentation that streamlined stakeholder alignment and accelerated SIP implementation timelines.
* Conducted market research and competitive analysis to identify industry trends, user needs, and business opportunities, leading to a 15% improvement in product-market fit.
* Analyzed customer feedback and competitor offerings, providing key insights that informed product strategy and feature prioritization, ensuring alignment with market demands and enhancing user engagement.
* Led agile Scrum teams in managing product development cycles, improving delivery efficiency by 20% by implementing best practices such as sprint planning, daily standups, and retrospectives.
* Spearheaded product quality improvement initiatives, reducing time-to-market, by conducting in-depth product analysis, gathering and analyzing user feedback, and collaborating with cross-functional teams to prioritize critical features in product backlog.

**E2E Networks Ltd, India**  **Apr 2018 – Oct 2019**

*Cloud Consultant (Product Management Focus)*

* Engaged in various Joint Application Development (JAD) sessions with SMEs and development teams; translating outcomes into documented functional business requirements within JIRA as product backlogs
* Led A/B testing initiatives across product features, optimizing user experiences and increasing conversion rates by 20% through data-driven design decisions and iterative testing of UI variations.
* Utilized Figma to design and prototype interactive mockups for new product features, reducing design-to-development handoff time by 30% and streamlining collaboration between design, development, and stakeholder teams.
* Regularly presented product roadmaps and performance reports to senior leadership, improving decision-making and leading to a faster approval process for new product initiatives.
* Employed Hotjar’s heatmaps, session recordings, and user feedback tools to gain insights into user behavior, which helped increase product engagement after implementing targeted UI/UX improvements.

**CERTIFICATIONS**

* Certified Scrum Product Owner (CSPO®) – [**Scrum Alliance**](https://bcert.me/bc/html/show-badge.html?b=hxeutude)
* Digital Product Management Fundamentals –[**University of Virginia**](https://www.coursera.org/account/accomplishments/verify/32AZY7TED9U5)
* Intermediate SQL certified – [**Datacamp**](https://www.datacamp.com/statement-of-accomplishment/course/7a87fd982cded636e51f760457e0e71e16105463?raw=1)