

Summary

Product Manager with 4 years of experience leading end-to-end product lifecycle management across eCommerce, SaaS, and B2C platforms. Proven success in scaling digital products and driving user-centric innovation by leveraging market research, behavioral analytics, and agile methodologies. Successfully optimized checkout and onboarding flows, resulting in a 22% increase in conversions and a 17% drop-in abandonment rates. Led cross-functional teams to deliver AI-powered personalization and roadmap execution, increasing user retention by 25% and boosting CLTV. Experienced in backlog grooming, stakeholder alignment, A/B testing, and launching data-driven features that elevate customer experience and drive business KPIs.

Technical Skills

Product Management & Development: Agile Methodologies (Scrum, Kanban), Product Roadmapping, Feature Prioritization, MVP Development, Go-to-Market Strategy, Product Lifecycle Management

Project & Team Management: JIRA, Confluence, Trello, Asana (Sprint Planning, Cross-functional Collaboration, Resource Allocation, Backlog Grooming, Stakeholder Alignment)

Analytics & Metrics: Google Analytics, Mixpanel, Tableau, Excel (Product Performance Tracking, A/B Testing, KPI Analysis, Funnel Optimization, Customer Behavior Insights)

Market Research & Strategy: Competitive Analysis, Customer Segmentation, Market Trend Identification, User Research, Pricing Strategy

Customer Engagement & Feedback: User Testing, Surveys, Focus Groups, NPS (Customer Insights, Product Iteration, Retention Strategies, Usability Testing, Sentiment Analysis)

Communication & Documentation: Product Specifications, User Stories, User Journeys (Stakeholder Communication, PRD Documentation, BRD, Wireframing & Prototyping)

Data-Driven Decision Making: SQL, Data Analysis, Funnel Metrics, Cohort Analysis (Data-driven Insights, Business Intelligence, Experimentation & Hypothesis Testing)

Professional Experience

Product Manager, FedEx

Dec 2023 – Present | Memphis, TN

- Pioneered the development of end-to-end digital logistics products, enhancing shipment visibility and tracking accuracy across global operations, leading to a 15% boost in customer satisfaction and fewer delivery inquiries.
- Facilitated cross-functional collaboration with engineering, UX, and operations teams using Jira to manage sprints and backlog prioritization, improving roadmap transparency and on-time feature delivery.
- Executed customer journey mapping and feature ideation through Figma, optimizing the user experience for FedEx's e-commerce platform and reducing cart abandonment rates by 22%.
- Led backlog grooming and sprint planning for supply chain optimization features, resulting in a 17% improvement in route efficiency and fewer missed handoffs in last-mile delivery.
- Partnered with business and data teams to implement predictive analytics dashboards that provide real-time insights into shipping behavior, enabling hub managers and B2B clients to better plan inventory and streamline operations.
- Defined and documented comprehensive product requirements and detailed user stories for internal logistics APIs and tools, enabling seamless integration with third-party platforms while reducing developer turnaround time by 20%.
- Conducted stakeholder interviews and usability testing across multiple business units to refine the platform's interface and performance, resulting in a 28% reduction in user-reported friction points and improved adoption across departments.

Product Analyst, Wipro

Jan 2020 – Jul 2022 | Chandigarh, India

- Analyzed product usage data using SQL, Python, and Power BI to identify trends in customer behavior and feature adoption, leading to a 15% drop-in bounce rates and a 20% boost in user satisfaction.
- Collaborated closely with product managers, designers, and developers in Agile teams to translate business needs into clear product requirements, accelerating feature delivery by 25% and enhancing product alignment with user expectations.
- Performed structured A/B testing and cohort segmentation to assess changes to pricing, onboarding steps, and checkout flows, resulting in a 12% decrease in cart abandonment and a 17% boost in user conversions over a 3-month testing period.
- Analyzed customer feedback, behavior tracking, and journey flows to create well-researched user personas and identify pain points, directly influencing the prioritization of features that led to a 10% increase in customer retention quarter-over-quarter.
- Built easy-to-navigate Power BI reports and visualizations that tracked product KPIs such as engagement, churn, latency issues, and release adoption, enabling 100% of stakeholders to access real-time insights and cut reporting turnaround by 30%.
- Supported integrations with platforms like Jira, ServiceNow, and Slack to streamline support ticket tracking and incident alerts, helping reduce average issue response time by over 40% and enhancing cross-functional communication across IT and product teams.
- Researched competitors, gathered insights on industry trends, and documented product gaps that were presented to leadership, influencing three new roadmap features and contributing to a successful launch with 95% user adoption in the first 30 days.

Education

Christian Brothers University

Aug 2022 – May 2024 | Memphis, TN

Master of Science in Computer Information Systems

Certification

Software Development Processes and Methodologies

Front-End Web UI Frameworks and Tools: Bootstrap 4s