DN

DIKSHA NARUKA
Product Manager

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SKILLS

Dev & Design

UI/UX, Product Design, Figma, Miro, Prototyping, Wire framing JS, NodeJS, HTML5, CSS3, SQL, DBeaver, GraphQL, REST-API, Python, Shopify, Wordpress, Big Commerce, Open Cart, Framer Motion.

Product / Project Management

Agile Scrum, Kanban JIRA, Sprint Planning, Epic and User Stories, Confluence, Asana, Zephyr, Tempo, Work Breakdown Structure, RFP & Deliverables, Project Charter, Salesforce CRM, Monday, SWOT & Four Forces Analysis, B2B/B2C Saas, Google Docs, Excel.

Marketing

Competitors' Research, Digital Campaigns, Keywords Research, Tableau, Targeting, Positioning, Google Ads, Google Keywords, Ahref, SEMrush, Mailchimp, Email Marketing, Link Building, SEO, SMO, SMM, Heatmap, Brand Strategy, Web Analysis, Marketing Calendar

Business & Data Analysis

Power BI, Data Visualization Software, Envision, Salesforce Reporting, Tableau, Market Research Data Tools

WORK HISTORY

Technical Product Manager
Compsulting LLC, Toronto CA (Remote)
FEB 2022 - PRESENT

- **Led End-to-End Projects:** Managed complete product lifecycle and performance from client requirements to documentation in Confluence, setting KPIs, feature prioritization and roadblock resolution.
- **30% Revenue Growth:** Strategically shaped product vision, developed roadmap and workflow analysis, resulting in a significant 30% revenue increase.
- **Cross-Functional Collaboration and Market Research:** Generated 20+ market research reports and collaborated with team of designers, developers, marketing, data scientists and risk analysis for comprehensive product strategies and valuable insights.
- **MVP Launch in 7 Months:** Efficiently facilitated the launch of the MVP within a tight 7-month timeframe, emphasizing strong project management and results-oriented approach.

Product Manager
MarketTime, Dallas US (Remote)
MAR 2020 TO JAN 2022

- **Strategic Product Management:** Implemented product feature development, A/B testing to uncover customer preferences, and proposed solutions for underperforming services, resulting in a $1.2M revenue increase and a strategic partnership with **Dallas Market Center.**
- **Creative Team Leadership:** Guided design and development teams, surpassing top competitors with a 20% increase in user engagement and a 15% rise in conversion rates through innovative web design and branding strategies.
- **Agile Scrum Product Development:** Managed product backlogs, sprints, standups, release plans ensuring timely feature delivery, and collaborated on rebranding post-acquisition, contributing to a 25% improvement in user satisfaction.
- **Strategic Branding and Optimization:** Spearheaded branding, revamped website design, and optimized social media, doubling online visibility and increasing organic traffic by 40%.
- Gathered comprehensive customer feedback, shaped user experience strategies, and prioritized market and customer needs.

Associate Product & Marketing Manager
Medionce Solutions, Surat IN
JAN 2017 TO FEB 2020

- Conducted in-depth consumer research to optimize software products, build web design prototypes, wireframe ux ui, leading to a 15% improvement in user satisfaction.
- Monitored market trends and contributed to informed pricing and brand strategies.
- Achieved 1st rank on targeted keywords and SEO leading to an increase in website traffic.
- Developed new strategies, run fb and google campaigns, link building, blog ideas resulted in lead generation, and a 15% expansion of the client base
- Creating Digital Presence through SEM and Online Display marketing.

EDUCATION

Marketing Research & Analytics
Centennial College CA, Post Grad
SEP 2022 TO APR 2023

International Business Administration
Seneca College CA, Post Grad
SEP 2021 TO APR 2022

BTech In EC Engineering
Rajasthan Technical University
JUN 2012 TO MAY 2016

CERTIFICATIONS

- JIRA Project Management
- Product Management
- Technical Product Manager
- API & Web Services
- Web & Marketing Analyst
- Google Analytics
- Digital Marketing & SEO
- SQL Reporting Certification
- Create Brand Strategy
- Web Content Writing
- Facebook Marketing
- Plan & Release software with JIRA
- SCRUM advance