MAHIKA JADHAV
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Professional with a strong focus on results and extensive experience executing effective sales and marketing efforts in high-pressure, high-competition environments. Commended for having a unique capacity to communicate complicated ideas while emphasizing distinct consumer value and company importance. **With 2 years of start-up experience**, I have a track record of success in creating measurable business results for challenging situations through the development of winning go-to-market strategies, high-impact messaging and creative lead generation campaigns.

EXPERIENCE

Chisel Fitness
Product Manager [May 2023- September 2023]
Developed and implemented category plans and strategies to optimize product assortments, pricing, promotions, and placement in E- store. Increased footfalls by 63% in 14 days.
Utilized data analytics to identify crucial market trends and inform data-driven decisions, leading to a substantial 25% increase in overall sales.
Developed and maintained product roadmaps, aligning with business goals and customer needs.
Collaborated with cross-functional teams to ensure effective execution of product plans and initiatives.
Conducted analysis of sales data, market trends, and consumer behaviour to identify opportunities for growth and improvement within assigned categories.

NoBeep [Zenmate Solutions pvt ltd.]
Product Manager[January 2022- May 2023]

Increased the click-through rate (CTR) of the emergency feature by 15% by improving the accuracy of the desired goals.
Monitored and analyzed performance of new features and products to identify areas for improvement in the user experience.
Leveraged user data analysis and modeling to innovate and introduce user-centric features and products, facilitating enhanced user experiences and aiding users in achieving their recovery objectives.
Used **Amplitude Analytics** for extracting insights on user engagement, progress tracking, DAUs, MAUs and content effectiveness, creating impactful graphs illustrating user behaviour patterns, intervention effectiveness, and community interaction.
Maintained a collaborative environment, partnering closely with cross-functional teams to conceptualize and successfully implement new features and products.

EDUCATION

St. Joseph's University Masters in Big Data Analytics [09/2021 – 06/23] Bangalore, Karnataka
Relevant Coursework: Basic Statistical Methods, Linear Algebra, DBMS, Cloud Computing, Machine Learning, Python Programming.

Savitribai Phule Pune University, MES Abasaheb Garware College- BSc. Statistics [07/2018 - 03/2021]
Relevant Coursework: Regression, Time Series, Probability, Sampling Theory, Numerical Methods.

SKILLS
Programming Languages: Python, R, SQL.
Stakeholder Management, Marketing Communications, Digital Marketing Strategy, Market Research Data Analysis, cross-Functional Leadership, Problem-solving.