

ANKIT SHARMA

Assistant Product Manager

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Summary

Motivated and trustworthy personnel with 2 months of practical experience as a Product Analyst Intern and dedicated work ethics looking for job opportunity as an Assistant Product Manager/Product Manager. Proficient in improving Customer Experience, Product Analysis, Product Strategy and Execution, Impact Analysis and Competitor Analysis. Ability to perform user Research, provide Go-To Market Strategy, improve Customer Retention.

Skills

Analytical Skills: Research and Trend Analysis • Market and competitor analysis • Problem-solving

General Skills: Highly responsible and reliable • Strong work ethic

Technical Skills: JIRA •Clever Tap• Database Management (SQL)

Experience

SBN Gaming Network Pvt. Ltd

New Delhi

Product Intern

05/2023 - 06/2023

- Understanding customer requirements by taking regular surveys and feedback to improve customer experience.
- Making product strategy to improve business revenue growth.
- Learned about journey of a feature in SDLC from conception to release.
- Worked on Product Issues which included identification of PI to Root Cause Analysis and Resolution of PI.

Magic Bricks, TOI

Noida

Assistant Manager

12/2021 - 11/2022

- Offered hands-on assistance to customers, assessing needs and maintaining current knowledge of consumer preferences
- Reviewed sales and gross profit report to assess company efficiency
- Conducted Market Research
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales
- Generated daily basis sales reports and leads reports using Microsoft Excel
- Conducting Competitor Analysis.

Square Yards Pvt. Ltd -

Noida

Business Development Manager

12/2018 - 11/2021

- Negotiated and closed long-term agreements with new clients in assigned territory.
- Reached out to potential customers via telephone, email and in person enquiries.
- Generated new business with marketing initiative and strategic plans.
- Demonstrated products to show potential customers benefit and encourage purchases.

Kent R.O Pvt. Ltd -

New Delhi

Marketing Executive

03/2018 - 11/2018

- On boarded new customers efficiently by developing database listings, uploading information and defining related lists.
- Implemented key initiatives and activities aligned with brand strategies.

Education

Gautam Budha University

Greater Noida

Integrated B.Tech + MBA in Marketing

04/2013 - 06/2018

Training / Courses

Product Management
and Branding

— Indian Institute of Management - Rohtak