

# SWATHI MOGALIPURI

Visakhapatnam 530003,  
India

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## Skills

- Product Roadmaps
- Data-driven decision-making
- Stakeholder Management
- Project Management
- Cross-Functional Collaboration
- Problem Solving skills

## Professional Summary

Passionate Product Manager with 14+ years of experience in building products for Edtech space from conception to launch. Skilled at understanding customer needs, building product strategies and roadmaps. Excel in building strong relationships and collaborating cross-functionally to achieve challenging targets.

## Experience

### Chegg India Pvt. Ltd. | Visakhapatnam, India

○ January 2016 - February 2024

Senior Product Manager

- Defined strategy for building a unified workflow for experts with a vision to increase the expert productivity by 20%
- Built a platform to create knowledge base to improve the learning path for students which resulted in +\$1.7M rev
- Performed A/B test for personalized routing logic for content creators which led to 5% increase in expert throughput
- Defined North Star metrics for content platform & established its correlation with revenue metrics to align with company vision and objectives.
- Built foundational products for experts to author structured content to enhance the learning objectives of students which increased retention by 1%
- Utilized the feedback from User research to address the user pain points and increased the expert throughput by 3% and content quality by 2%.

### Chegg India Pvt.Ltd | Visakhapatnam

○ May 2012 - December 2015

Senior Test Engineer

- Testing, troubleshooting, and debugging the applications; providing post-implementation, application maintenance and enhancement support to the client with regards to the product/ software application
- Performed root cause analysis of problems, documented faults in tracking system and generated daily reports
- Participating in the review of business and system requirements to obtain a thorough understanding of business needs in order to deliver accurate solutions.

### WIPRO TECHNOLOGIES | Chennai

○ March 2008 - March 2011

#### Test Engineer

- Conducted System Integration Testing, Multi Browser Testing, Production Validation Testing, Assembly Testing and Database Testing
- Extensively used QTP, developed reusable scripts and performed regression testing
- Created process knowledge docs for Training and coordinated training deployment.

#### Education

April 2007

○ Electrical Engineering  
| **Raghu Engineering College, Visakhapatnam**