

PRODUCT DEVELOPMENT | PRODUCT MANAGEMENT | STRATEGIC MANAGEMENT

Dynamic Change Leader with proven track record of assuming end-to-end ownership of product development lifecycle and maximizing revenue by driving customer satisfaction to new heights

- Results-oriented management professional with diverse experience in marketing, product management, financial analysis, project management and in administrating high-valued government contracts.
- Proficient at interpreting pertinent market data, analyzing customer behavior and competitor trends, and making recommendations for customer-driven marketing campaigns, brand development and strengthening value-proposition to improve market competitiveness.
- Proven strengths in partnering with key stakeholders, influencing them on strategic initiatives and collaborating with cross-functional teams on developing product vision and go-to-market strategies.
- Strong leadership skills with an entrepreneurial mindset, abilities in building and directing high performing teams, aligning them with organizational goals and maximizing their performance by establishing best practices.
- Highly motivated team player and an excellent problem-solver with outstanding abilities to rapidly navigate emerging challenges and identify innovative solutions in demanding environments.

AREAS OF VALUE***Hold an MBA and an MS Degree in Marketing***

- Project Management & Execution
- Product Definition & Requirements
- A/B Testing and Experiments
- Product Roadmap & Growth Strategy
- Brand Positioning Strategy
- Reporting/Dashboards/Metrics
- Market Development/Segmentation
- Market Intelligence & Competitor Analysis
- Product Launch & Commercialization
- Training & Development
- User Research & User Stories
- Team Building & Collaboration

PROFESSIONAL EXPERIENCE**TOPRIGHT, ATLANTA, GA****2017 – PRESENT****Consultant**

- Recruited as an Intern to support a \$25 million transformational change initiative for NJ County, and transitioned into a permanent role within four months. Assisted in developing change management strategies and processes for county leadership and stakeholders.
- Work closely with a team of 15 consultants and accountable for generating awareness and establishing the image for the county within a budget of approximately \$10 million.
- Play an important role in creating compelling TV advertisements, billboards, user stories and focus groups.

Selected accomplishments

- Collaborated with cross-functional teams to gather requirements and implement six IT projects that improved website usability, increasing session duration by 33%, enhanced customer communication, and reduced approval process and data entry time by 50%.
- Implemented a digital dashboard for the county consisting of over 100 metrics across 10+ categories. Created awareness by increasing the mailing list from 8,000 to 13,000.
- Facilitated website redesign, executed video testimonial projects, implemented employee advocacy programs, and developed social media communications process.
- Analyzed large volumes of market and customer data; oversaw website traffic analytics, marketing campaigns and social media performance, and enabled data-driven decision making to address key business issues.
- Conducted in-depth research and competitor analysis for creating market intelligence report that resulted in effectively developing customer segmentation, devising brand positioning and go-to-market strategies and in implementing targeted marketing campaigns.
- Oversaw the process of recruitment and hiring of interns for the organization.

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NEWTON GLOBAL, VILLA RICA, GA

2015 - 2016

Product Manager/Project Manager

- Oversaw operations of the e-commerce company and directed the launch of men's personal care and clothing.
- Partnered and supervised a cross-functional team of over 12 global business partners, including manufacturers, vendors, quality assurance companies, sourcing agents, shipping companies, graphic designers, editors, website developers, photographers, and product models to launch the products.

Selected accomplishments

- Established the start-up business and expanded across 500+ customers within 30 days of launching the product.
- Managed overall product development lifecycle leading to successful development of eight product prototypes and launching of four products within 18 months.
- Conducted qualitative and quantitative market research that improved overall product quality, ultimately meeting consumer needs and maximizing profits.
- Drove pay per click campaign and single-handedly developed product packaging, inserts, instructions, product listing, positioning strategies and promotional materials.
- Created an effective process for addressing customer complaints, implemented customer-centric culture of communication, leading to high-level of customer satisfaction averaging 5-star rating reviews.

CSS-DYNAMAC CORPORATION, FAIRFAX, VA

2004 - 2015

Senior Contracts Administrator

Brought on board as a Financial Analyst to work closely with government contractors, sub-contractors, program managers and technical consultants, analyze contracts and create non-disclosure agreements as per FAR and DFAR requirements. Assumed challenging responsibilities and progressed to Senior Contracts Administrator.

Selected accomplishments

- Evaluated request for proposals from the federal/state government and prepared proposals for multi-million-dollar contracts for aerospace, defense and environmental projects.
- Managed over 20 multiple contracts simultaneously, including CPFF, CPAF, T&M and FFP contract types.
- Authorized to approve and sign contracts and subcontracts worth \$500,000. Negotiated and coordinated modifications related to risks, pricing and terms and conditions.
- Received Certificate of Appreciation for three years in recognition and appreciation of excellence in financial and proposal support to clients and operations staff.

Note: *Earlier experience includes Proposal Pricing Analyst, Lockheed Martin Corporation, Gaithersburg, MD, and Program Accountant, Financial Leadership Development Program, King of Prussia, PA*

EDUCATION

Master of Science in Marketing, 2017

Certificate of Specialization in Brand and Customer Management

J. Mack Robinson College of Business, Georgia State University, Atlanta, GPA: 4.0

Master of Business Administration

University of Maryland, University College, Adelphi

Bachelor of Science in Business Administration (Major: Finance)

Villanova University, Villanova, PA