Snehankitha M *PMI-CAPM®*

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PROFILE

- **3 years** B2B & B2C experienced engineer, hands-on with Product Development, Business Analysis and Project Management.
- **Industry**: e-Commerce, IT SaaS products, FnB; **Known Qualities**: Deep-Dive, Proactive, Ownership, Critical thinking, Analytical Thinking.

PROFESSIONAL EXPERIENCE

2022 Sep – present | **Acuvate,** *Project Manager - Chatbot Product*
- Working on no-code Chatbot Product ☒ , aimed to serve marketing, sales purposes for global CPG clients.

2021 Jul – 2022 Aug | **Technovert,** *Project Manager/Business Analyst (PMO Analyst) - Chatbot Product*
- Responsible for Product Management of a Chatbot Accelerator platform being built for a Large CPG company. Targeting to improve the Chatbot onboarding rate by 5x, reduce the build cost by ~90% & build duration by ~80%
- Consulted brands from setting vision to rolling out Employee Experience (EX) and Consumer Experience (CX) Chatbots. Rolled out Chatbots for 12 Brands, 8 languages & 16 markets mostly in the UK, EU & SEA.
- Reduced the customer service agents efforts of a food brand in Netherlands by 65%
- Increased the sales conversion of a beauty & wellbeing brand in SEA by 1.66X
- Built a 100K strong community for a brand in SEA and reduced its customer acquisition cost by 85%
- Queried and visualized insights of AI-BOT user actions, enhancing dialogue card query mapping in Azure LUIS
- MIS (weekly/monthly) data-centric reports to stakeholders on actionable product insights and recommendations

  Reward: *Exceptional annual rookie performance'21* ☒

2020 Jul – 2021 Jun | **Roligt Foods,** *Management Trainee*
- Built target group-wise pitches achieving 5 new consumer clients in the health and hospitality sectors.
- Revamped the sale pitches, retail selling strategies and trained customer service teams.
- Guided partnerships with peer sustainable brands; led 5 creative events, making the first 100% remarkable sale.
- Laid out the social media strategy with design ideation for 2 months; creating 30% more engagement.

2019 Nov – 2020 Jul | **Amazon,** *Data Engineer Intern*
- Automated and successfully expanded with 5 new global marketplaces in Europe, North America, and Asia regions using MySQL, and Python on Amazon RedShift.
- Operated with continental data policies with cross-functional teams in the Big Data Technologies team, cleaning up over 2000 data profiles of 3TB.

EDUCATION

2015 Jul – 2020 Dec | **National Institute of Technology Calicut,** *Bachelor of Technology, Computer Science & Engineering*
- Credit transfer and course completion from JNTU-Kakinada in 2020
- Founder at TEDx, VVIT - Pioneered for the TEDx community and leading for an year impacting student motivation.

LEADERSHIP

2022 Aug – 2022 Aug | **Harvard Project Asia Conference (HPAIR) 2022,** *Delegate* ☒
- Cause: Entrepreneurial inclusion of mental health supportive and educational products & their sustainability
- Networking with global leaders discussing entrepreneurial principles and management ideologies.

2019 Sep – 2022 Oct | **Tinder U,** *City Lead - Ambassador* ☒
- Fostered a team of 12 Hyderabad ambassadors and led 11 campaigns creating an impact of 2 Million views

  Reward: Rank 1 in the Hyderabad team for cycles '19-'20, '20-'21; Secured 3rd position as part of the 'Big Race' '22

PROJECTS

2019 Jul – 2019 Aug | **Grace Hopper Codeathon India (GHCI '19),** *Project 'Vote from Home'* ☒
- Pioneered for digitalization of the voting system aimed to benefit the elderly & differently-abled
- Speech recognition using voice-to-text translation, SQL, and Python; Finalist & scored special prize for concept.

SKILLS

Programming *(SQL, Python, R, C++, GoLang, HTML, CSS, PHP)*

Project Tools *(Azure DevOps, Notion, Jira, MS Project)*

Design *(Figma, Canva, Balsamiq)* | **Visualization** *(MS Excel, Power BI)*

COURSES

Product Fellow ☒ *(Upraised)*

Transitioning to Product Management ☒ *(PMI)*

UX Design ☒ *(Chris Nodder, LinkedIn)*