



# Nadia Gomes

**Business Analyst & Sr. Tech Writer – Product Management**

**Experience:** 9 yrs. (Full Time)

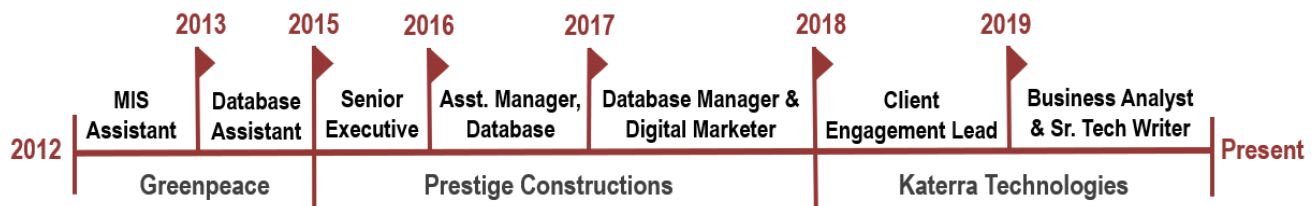
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Bengaluru, Karnataka, India

## Summary

Diverse work experience. Can easily adapt to newer challenges and motivated to expand beyond designated roles. Successfully implemented CRM and construction management software for previous and current employer. Hold keen interest in market research and customer satisfaction. Dedicated to bringing organizations to the next phase of growth and development and passionate to excel in the Information Technology sector.



## Skills

### Technical Skills

▪ HTML ▪ Basic CSS ▪ Visual Studio Code ▪ GitLab ▪ Atlassian - Jira & Confluence ▪ Smartsheet ▪ SAP C4C ▪ SAP ERP  
▪ Google AdWords ▪ Google Analytics ▪ MOZ ▪ MSOffice ▪ MailChimp ▪ Whatfix ▪ Camtasia

### Soft Skills

▪ Communication ▪ Technical Writer ▪ Content Writer ▪ Software Implementation – Functional ▪ Product Trainer ▪ Video Editing ▪ Analytics ▪ Social Media Management ▪ Problem-Solving ▪ Adaptability ▪ Creativity ▪ Leadership ▪ Accountability

## Professional Certification & Educational Qualification

### Software Product Management Specialization

Coursera in association with University of Alberta, 2019 - 2020

### Technical Writing

Coursera in association with Moscow Institute of Physics and Technology, 2020

### Post-Graduation Certification Program in Digital Marketing

UpGrad in association with Mudra Institute of Communication, Ahmedabad, 2018

### Bachelor of Commerce (Marketing Management)

St. Xavier's College, Kolkata, Autonomous (Under C.U.) 2008 – 2012

### Class XII (Commerce)

Loreto House Middleton Row, Kolkata, India School Certificate (ISC) 2006 – 2008

### Class X (Science)

Loreto School Dharamtala, Kolkata, Indian Certificate of Secondary Education (ICSE) – 2

## Work Experience

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### Katterra Technologies, Bangalore

– 2 Years 6 months

Software for construction management aiming to transform development through technology.

#### ❖ Client Engagement & Product Training:

- Participate in client meetings and provide software demos.
- Familiarize client with the onboarding process and build rapport.
- Conduct product training online and at client office locations.
- Resolve queries with best-suited solutions.
- Facilitate meetings and discussions with product owners on client requirements.
- Evaluate client adoption rate and maintain regular client feedback.

#### ❖ Technical Writing, Learning & Development:

- Document software Help.
- Create training materials and online tutorial videos.
- Create client-specific product demo videos.
- Conduct internal orientation and product training.
- Maintain training feedback and incorporate them in future training.

#### ❖ Associate Product Owner:

- Articulate and prioritize features to be built.
  - Facilitate meetings and discussions with product owners on client requirements.
  - Maintain product backlog and plan the sprints with Product Owner before Sprint meets.
  - Collaborate with other product owners for product dependencies.
  - Run front-end software tests.
  - Ensure product delivery on time.
  - Organize Sprint Demos before product release.
  - Conduct sprint retrospective meets, maintain documentation on Confluence and incorporate learnings in future sprints
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### Prestige Group, Bangalore

– 3 Years

A construction and property development company in residential, commercial, retail, leisure & hospitality sectors.

#### ❖ Data & Process Management:

- Trained and established a three-member team in using **SAP Hybris – C4C** for data management and customer interaction processes.
- Resolved admin task related issues in the system with guidance from SAP Support.
- Generated need-based reports for marketing activities and create target audiences for property-based promotions.
- Lead Nurturing Program introduced to conduct surveys on site visit leads and convert into sales.
- Established complete process cycle for an in-house luxury brand magazine subscription.
- Personalizing Emails and SMS for validation process brought in a significant increase in the customer response rate which led to a bigger outreach for our campaigns.
- Built excel templates for accurate maintenance of inventory with regular checks to flag restocking.
- Practiced rejection of incomplete data and shared reports with the management based on source, correction, attrition and retained rates.
- Established parameters to check data entry accuracies and data duplications.
- Wrote reports and operating manuals.

#### ❖ Digital Marketing:

- **Google AdWords:** Display and Search Ad Campaigns on Google for Prestige Keys 2 (property expo) yielded 1000 website leads.
- 3 Property Launch & Lead Generation Campaigns.
- Content writing for Social Media posts.

❖ **Project Management & Dept. Admin – SAP Hybris C4C:**

- Part of the SAP Hybris-C4C core team for Prestige Group, participated in in-depth discussions of 'As-Is' and 'To-Be' system.
  - Defined process rules and parameters in the system as per organization business goals.
  - Performed Data Cleaning and Data Migration through SAP C4C Migration Tool.
  - Executed label printing functionalities
  - Designed subscription process for an in-house luxury brand magazine subscription.
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**Greenpeace India, Bangalore**

**– 3 years 4 months**

Indian branch of the global environmental group Greenpeace, a non-profit NGO.

- Worked on in-house software built on PostgreSQL, where-in critical organization donor history data is maintained.
  - Further broadened my expertise in MS Excel and Access.
  - Identified wrongly tagged data and placed rectification process that yielded the organization an extra revenue of Rs. 7lacs over a period of 6 months.
  - Conducted data de-dupes with the database to reduce the errors in the debit request and duplicate in supporter files.
  - Ensured and assisted in timely dispatch of debit requests to the bank for different entities including support from credit cards and upload debit status in the database.
  - Processed online donation (one-time on CC Avenue) statements including monthly consolidated donor income report for different strands.
  - Created Income Projection Report and other financial reports and statistics for analysis.
  - Introduced new lead tracking, conversion and analysis reports leading to complacent quality strategies.
  - Developed reports on Data dialed, various PMIs and Leads etc.
  - Developed accurate short- and long-term workload forecasts in terms of calls made.
  - Served as initial contact point for all issues regarding Data conversion & Quality reports, Data churn status, Team performance tracker, idle time report, All Leads sent report and an overall PMS of the process functioning.
  - Uploaded Data into the CRM for calling purposes.
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**Reference available on request.**

**All the above information is true to the best of my knowledge.**

**Nadia Gomes**

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