



Mahak Jain

Associate seeking roles in Product Analytics, Product Management, Product Roadmap, A/B Testing, Sprint Planning, SWOT Analysis, Competitive Analysis, Benchmarking, UX/UI Design, User Research, Wireframing, SQL, Excel.

GET IN CONTACT

Mobile: 7017089239

Email: mahakrulles82@gmail.com

PERSONAL DETAILS

- Current Location Gurgaon/Gurugram
- Date of Birth Nov 29, 1994
- Gender Female
- Marital Status Single / Unmarried

SKILLS

- Market Research
- Industry Analysis
- A/B Testing
- Sprint Planning
- Requirement Gathering
- SWOT Analysis
- Competitive Analysis
- UX/UI Design
- User Research
- Wireframing
- SQL
- Analytical Skills
- Strategic Thinking
- Product Management
- Brand Management
- Product Marketing
- Salesforce
- CRM
- Gtm Strategy
- Figma
- Product Pricing

TECHNICAL SKILLS

- MS Office
- Html5
- Sql, Excel
- Cvent Tools

LANGUAGES KNOWN

- English

PROFILE SUMMARY

A result oriented professional with overall 3 years of experience.

Experienced in Product Analytics, Market Research, Secondary Research, Product Roadmap, A/B Testing, Sprint Planning, Requirement Gathering, SWOT Analysis, Competitive Analysis, Benchmarking, UX/UI Design, User Research, Wireframing, SQL, Excel.

Skills

? Problem Solving, A/B Testing, User Research, UX/UI Design, SWOT Analysis, Product Roadmap, Product Strategy, Marketing, Wireframing, Usability Testing, Product Analytics, Excel, SQL, Sprint Planning, Requirement Gathering and analysis.

Some Notable Achievements:-

? Achieved 92% sales increment by implementing a novel pricing strategy to target the ideal market segment.

? Increased engagement with the product by developing a new feature called ?Book a Free Trial? which increased the conversion rate by 44%.

? Increased sales by 67% through a new strategy of providing the course for 100 to the first 100 enrolled students.

EDUCATION HISTORY

Post Graduation

Course	MBA/PGDM(Marketing)
College	Jaipur National University
Year of Passing	2019

Graduation

Course	B.Sc(Maths)
College	bhimrao ambedkar university
Year of Passing	2016

Class XII

Board	CBSE
Medium	English
Year of Passing	2013

- Hindi

COURSES & CERTIFICATIONS

- General Management
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SOCIAL LINKS

- <https://www.linkedin.com/in/mahak-jain-1021b19b/>

Grade 50-54.9%

Class X

Board CBSE

Medium English

Year of Passing 2011

Grade 70-74.9%

WORK EXPERIENCE

Nov 2021 to Present

Associate - Market Research at Cvent

? Gathering and updating Prospect and Customer?s information (through secondary research), to build and maintain marketing database. ? Help company?s strategic objective of evaluating and expanding the MICE market space by conducting advanced and focused secondary research on industry segments and verticals ranging from associations to corporations and various other industries. ? Identify industry trends, competitors, and MICE industry trends through market research and Cvent tools. ? Works on priority-based projects and coordinating with sales, product and marketing team to ensure delivery of project promptly

Nov 2020 to Aug 2021

Service Officer at Kotak Mahindra Bank

? Assisting customers with processing transactions, such as deposits, withdrawals, or payments, resolving complaints or account discrepancies, and answering questions. ? Tracking, recording, reporting, and storing information related to transactions, bank supplies, and customers, ensuring all information is accurate and complete. ? Handling currency, transactions, and confidential information in a responsible manner. ? Using software to track bank information and generate reports. ? Following all bank financial and security regulations and procedures. ? Managing and Prioritizing Compliance and Banking Policies adherence

Dec 2017 to Jun 2019

Banking Operations Executive at HDFC Bank

? Responsible for smooth co-ordination between the internal bank staff and other branches all over Uttar Pradesh. ? Ensured speedy resolution of queries forwarded by Sales, Credit, Risk Intelligence Control & OPS Team. ? Generated leads with the help of CRM and further distributed leads to sales executives. ? Maintain records of the entire team pertaining to their daily schedule in Excel and Apache OpenOffice, such as visits, and NTB lead generation and providing data through CSP after research and analysis on data its distributed to all the sales team for further conversion.

INTERNSHIPS

ASD KOTA CYBER CELL, 3 Months

? Managing Digital media, Sales, Graphic designers, assisting teams and allotting them the day-to-day work. ? Evaluating past performance of the product and

identifying areas of improvement.

? Monitoring scrum sheet for daily progress along with relevant KPIs.

? Consultant and advisor to CEO for new product ideas and strategies.

? Managing the complete hiring pipeline and developing strategies for hiring and retaining candidates.

Jobs Territory, 1 Months

? Research, collects and analyzes information, and uses the data to solve problems and improve the decision-making.

? Worked on Secondary, Primary Research, Competitive Research, Analysis and Competitive Benchmarking.

? Being an HR Tech company inspired by Women Empowerment, Company was keen to gather information from NAUKRI,

? LinkedIn, Shine, Monster with the help of Lusha, Sinalhire etc.