

Sharmistha Datta

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CAREER PROFILE

Seasoned product management professional with a strong background in market research, strategic planning, and project execution. Skilled in driving product success through effective collaboration, I am committed to delivering exceptional value to customers and stakeholders. I am eager to contribute my expertise in product strategy development, risk management, and financial performance to a dynamic organization committed to innovation and excellence in product development.

TECHNICAL SKILLS

Project Management: Jira, Trello, Asana

Product Roadmap Development: Roadmunk, ProductPlan

Wireframing and Prototyping: Balsamiq, Figma, InVision

User Feedback and Survey: SurveyMonkey, Qualtrics

Analytics and Data: Google Analytics, Tableau, Amplitude

CRM: Salesforce, HubSpot

Collaboration and Communication: Slack, Microsoft Teams, G-Workspace

Market Research: Typeform, SEMrush, Nielsen

Customer Support and Ticketing: Zendesk, Jira Service Desk

Design Collaboration: Marvel, Miro, Adobe XD, Canva

API and Integration: Postman, Zapier

PROFESSIONAL EXPERIENCE

Bajaj Finserv Limited, India

April 2023 – Present

Senior Unit Manager

- Enhanced the look and feel of the SalesOne app, integrated core products, new projects, and self-help HR categories, leading to a 40% increase in user engagement and providing sales professionals with critical information and tools
- Introduced a Learning & Development module for on-the-go training within the SalesOne app, significantly boosting sales team productivity and knowledge through continuous learning opportunities
- Created features such as target vs. achievement visualization and location-wise market share analysis, aiding strategic decision-making based on competitive market data from RBI reports
- Established a cross-sell lead generation and tracking system for various products, enhancing sales opportunities and overall product adoption, which contributed to a 30% rise in financing disbursement rates
- Formulated and implemented detailed questionnaires for dealer visits, resulting in a 30% increase in check-ins and improved data accuracy across the sales hierarchy by leading the digital process for EMI card issuance, streamlining customer onboarding and financing processes, which improved efficiency and user satisfaction
- Implemented marketing tactics for Dealer QR, increasing QR scans by 100,000 in one month and boosting login percentage by 40%, leading to enhanced customer engagement and strategic decision-making
- Directed a comprehensive overhaul in the Rural Consumer Durable market, achieving a 25% growth in financing within a single financial year through effective utilization of QR, DVR, and check-in initiatives

Arkenea Technologies, India

September 2022 – April 2023

Senior Business Analyst

- Led four diverse projects across health, data, and education sectors, averaging INR 30 crores per project, increasing project efficiency and completion rates by 25%
- Converted pre-sales consultations into two long-term service contracts, securing revenue streams with ticket sizes up to INR 50 crores, resulting in a 40% revenue increase
- Managed stakeholders, including CTOs, CEOs, and financiers, conducting weekly alignment meetings and authoring BRDs, SoWs, and FRDs for precise project execution
- Conducted monthly sprint planning with cross-functional teams, using SWOT analysis for task prioritization, improving task completion rates by 30%
- Enhanced UI/UX design by preparing mock-ups and collaborating with developers, boosting user engagement by 40%. Performed UAT and integrated APIs, reducing post-launch issues by 20%

DBS, India**July 2021 – September 2022**

Senior Officer

- Implemented CRM integration via VPN dialer, tripling calls per Relationship Manager from 10/day to 30/day, boosting revenue month-on-month
- Successfully integrated CRM with dialer, enabling tailored offers and improving conversion rates
- Led UAT for CRM, ensuring glitch-free experience with a selective-live rollout approach, driving operational efficiency
- Directed digi-gold integration, acquiring 2,000 customers in Pune and up to 15,000 in West India, expanding revenue and market reach

Aditya Birla Health Insurance Company Limited, India**July 2019 – February 2021**

Senior Manager

- Orchestrated development and implementation of a new product bundle within the Lead Management System (LMS), achieving a 40% increase in daily policy sales and showcasing strategic thinking, project management, and technical acumen
- Conducted comprehensive client segmentation and geographic analysis to optimize target markets, maximizing sales and revenue generation potential, demonstrating proficiency in market research, strategic planning, and customer segmentation
- Collaborated with the technical team to seamlessly integrate the LMS with the bank system, ensuring data security compliance and operational efficiency, showcasing technical understanding, collaboration, and problem-solving skills
- Spearheaded the digitization of QC calls and sales processes within the LMS, promoting paperless and digital selling, streamlining lead verification and sales closure processes, highlighting process optimization, innovation, and digital transformation expertise

MBS Group: Horizon, India**July 2017 – July 2019**

Assistant Product Marketing Manager

- Orchestrated relationships with 10+ clients, securing an average ticket size of INR 60 lacs per client, aligning communication with 7 senior stakeholders, and directing a team of 2 members to ensure cohesive collaboration and revenue growth
- Conducted SWOT analyses and devised strategic life cycles for diverse product portfolios, facilitating market penetration and revenue expansion by spearheading the conceptualization, development, and launch of innovative products
- Strategically planned and allocated marketing budgets, securing approval for an INR 85 lacs digital product marketing budget and optimizing budget utilization based on product type, demographics, and competition for impactful campaigns and revenue maximization
- Led comprehensive market research initiatives to inform strategic decisions, support product launches in target segments, and conduct gap analyses to identify market opportunities, driving revenue enhancement and client satisfaction

EDUCATION**International School of Business and Media, India****March 2015 – April 2017****MBA in Marketing and Finance****West Bengal University of Technology, Kolkata, India****July 2011 – August 2014****Bachelor of Business Administration (BBA)**
