

ANCHAL DIDWANIA

Associate Product Manager | anchalidwania19@gmail.com | +91 - 7349171053 | [LinkedIn](#) | Portfolio: [Link](#)

Detail-oriented professional with 3.6 years of experience, possessing a deep understanding of technical solutions and a strong analytical mindset to drive impactful product decisions and deliver successful results. I possess a keen eye for detail, data, and understanding customer needs, allowing me to deliver user-centric solutions effectively.

WORK EXPERIENCE

ADSTER | Bangalore, India

Associate Product Manager | Jan 2024 – Present

- Redesigned the website after conducting a competitive analysis and planning a strategy to improve **SEO**. Using **Google's Keyword Planner**, I have optimized the content, which resulted in a significant **increase in organic traffic** to the website.
- Gathered requirements**, translated product requirement document (PRD) into solution document, and built a **reporting dashboard** for our client to access all their **ad data** in one place. Including role-based access for their publishers to check ads inventory performance data.
- Successfully** managed the product from **conception to launch**.

ADDONBLUE | Bangalore, India

Software Developer | July 2023 – Dec 2023

- Developed a **Sales Cloud feature** that streamlines sales processes by integrating key objects such as accounts, opportunities, products, packages, price books, and quotes, enhancing sales efficiency by 10% and driving **business growth**.
- Implemented enhancements in **service-side** classes and **client-side** components as per client specifications. Reduced post-deployment issues by 80% through rigorous testing and promptly bug fixes, leading to a **25% reduction in client-reported issues**.

COGNIZANT | Bangalore, India

Associate | Feb 2021 – June 2023

Project 1: CVS Health (Aetna Inc.)

- Created 30+ **reports** and **dashboards**, resulting in a 25% reduction in **decision-making** time and a 15% increase in **data accuracy**.
- Developed a service cloud application by managing objects such as accounts, cases, and contacts. Configured workflows and screen flows to automate essential business processes, significantly reducing manual tasks and improving operational efficiency.

Project 2: POC Antech Sales (Mars Incorporated)

- Optimized **data manipulation** processes using **SQL**, resulting in a 15% increase in system performance.
- Experienced working with **agile methodologies** and used **Jira** for creating **user stories** to track the progress of the team.

PROJECTS

(Refer to the [Portfolio](#) for all the work)

Pawfect Paradise – Proposed design to improve pet care services, specifically catering to the needs and preferences of pet parents. (NL Grad Project)

- Conducted a **user survey** and interviewed 7+ users to understand their pain points while also **analyzing competitors** shortcomings.
- Framed the **true problem**, ideated on solutions, and scoped out the **MVP by prioritizing features** using the RICE framework.
- Designed wireframes for pet parents, devised a **monetization strategy**, defined metrics, and listed potential risks along with their mitigations.

CollEdge – Designed a frictionless and secure onboarding solution for an EdFinTech app, catering to students, colleges, and lenders. (TPF Hackathon)

- Ranked in the **top 5** out of 200 submissions in the hackathon.
- Created **user flows**, **wireframes**, and a **unified authentication method** ensuring security and convenience across all user segments.

SKILLS

Product Management: Analytical Thinking, Product Lifecycle Management, Market Research, Roadmap Development, Product Vision, Product Strategy, Product Requirement Document (PRD), BRD, Decision-Making, Leadership, Feature Prioritization, KPI, Stakeholder Management, Agile Methodology (Scrum), Competitive Analysis, Creativity, Communication, User Requirements

User Experience (UX): User Research, A/B Testing, Usability Testing, User Journey Mapping, Customer Empathy

Data Analytics & Visualization: Google Analytics, Google Ad Manager 360, Mixpanel, Power BI, Tableau

Technical: SQL, Python, HTML, CSS, JavaScript, Salesforce, API Integration

Artificial Intelligence: LLMs (Large Language Models), NLP (Natural Language Processing), RAG (Retrieval-Augmented Generation)

Tools: Microsoft Excel, Microsoft Power Point, JIRA, Git, Whimsical, Figma, Canva, Miro, Google Sheets, Salesforce CRM

EDUCATION

Dayananda Sagar College of Engineering, Bangalore | B.E in Information science, 8.3/10

Aug 2016 – Sept 2020

CERTIFICATIONS

PRODUCT MANAGEMENT FELLOWSHIP, NEXTLEAP

Feb 2024 – Apr 2024

Completed an intensive 3-month learning program and developed an understanding of product discovery, user research, design thinking, solution ideation, **prioritization**, **system design**, wireframing, prototyping, **metrics analysis**, **cohort analysis**, and **funnel analysis** through practical projects and product teardowns. (Refer to the [Portfolio](#) for all the work) [Certificate](#)

THE PRODUCT FOLKS, INSURJO'24

Jan 2024 – Mar 2024

Participated in product management sessions led by industry leaders, tackled mini challenges, and sharpened skills during a product onboarding hackathon. (Refer to the [Portfolio](#) for all the work) [Certificate](#)

INTERESTS

Volunteering, Travelling, Dance, Movies