JAYA DWIVEDI
PRODUCT MARKETING MANAGER
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Product Manager with experience in SaaS and e-commerce, focused on building intuitive, user-centric web and mobile products. Skilled in aligning business goals with product strategy through cross-functional collaboration and data-driven decision-making

🌐 **Portfolio**| 🔗 **LinkedIn**

PROFESSIONAL EXPERIENCE

SAUKI (SaaS – Sustainable Lifestyle Tech) Paris, France
Product Manager Feb 2025- Present
- Led the product roadmap and feature prioritization using frameworks like MoSCoW and RICE, in collaboration with design, development and marketing teams.
- Conducted user research and competitive analysis to improve onboarding and retention through agile discovery methods (user story mapping, JTBD).
- Launched a rewards-based engagement feature with cross-functional teams, enhancing user retention and platform stickiness.

PLAYPLAY (Saas B2B Tech) Paris, France
Product Marketing Intern July 2024- December 2024
- Produced 50+ videos for landing pages, emails, and paid social, increasing MQLs by 20%.
- Collaborated with product and growth teams to conceptualize in-app tutorial videos, reducing support tickets by 15%.
- A/B tested video formats and CTAs, improving click-through rates (CTR)
- Supported the rollout of a new AI captioning tool with customer-facing demos and product walkthroughs.

C4 SOLUTIONS (Marketing Agency) Delhi, India
Digital Marketing Manager April 2021- July 2022
- Led multi-channel marketing strategy that boosted brand visibility by 60% and increased client sales by 30%.
- Streamlined campaign performance using CRM automation and analytics to improve ROI.

ZALORA (E-commerce platform) Singapore
Digital Marketing April 2020- February 2021
- Created a multi-brand campaign strategy for regional markets, increasing user engagement.
- Coordinated with external creative and media agencies to ensure consistent content rollouts.

EDUCATION

SKEMA BUSINESS SCHOOL Paris, France
Masters in management, (Programme grande école) September 2022- December2024

NATIONAL INSTITUTE OF FASHION TECHNOLOGY Calcutta, India
Bachelor of Design, (Fashion technology and design). June2015-May2019

STF (Schweizerische textilfachschule) Zurich, Switzerland
Student exchange program: Fashion business management / textile innovation May2018 - June 2018

COMPETENCES

- **Expertise:** Product Strategy & Road mapping | A/B Testing & Experimentation | Feature Prioritization (MoSCoW, RICE)| Data Analysis & Reporting | Go-to-Market Planning| Agile Methodologies (Scrum/Kanban)
- **Tools:** Trello | Notion | Figma | Google Analytics | PlayPlay | HubSpot | Power BI | Miro | Canva | Adobe CC
- **Languages:** English(Native) | French (Professional Proficiency) | Hindi (Native)

ADDITIONAL INFORMATION

- **Certifications:** Inbound Marketing – *HubSpot* | Growth Marketing Foundations – *LinkedIn* | Salesforce Marketing Cloud – *Salesforce*
- **Key Achivements: Guest Lecturer**(IIIT Pune)-Spoke on product innovation and startup marketing | **Social Impact Contributor** – Drove sustainable development with Chanakya Foundation| **Top Campaign Performer**(C4 Solutions) – Delivered high-impact marketing campaigns with 60% boost in visibility.