



# Aakriti Rathore

## PERSONAL PROFILE

- More than 4 years of experience in Product Management with proven expertise and hands-on experience on building a wide range of digital products and championing best in class user experiences through AGILE software development
- Highly data-driven & goal-oriented professional with excellent stakeholder management skills, working with diverse, global teams from primary Asian & European countries
- Passionate about solving the problem of conversion for online businesses
- Believes in achieving perfection by continual improvement. Develops new ways of problem solving

## CONTACT



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+91 7838923440

## LANGUAGES

ENGLISH

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HINDI

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## SKILLS

- Ability to develop optimal strategic plans and follow through to success.
- Work hard – play hard, win-win professional attitude to work.
- Team player, coordinating with co-workers and company clients.
- Proficiency with Microsoft Office (PowerPoint, Excel and Word).
- Excellent attention to detail writing, understanding and communication skills.
- Excellent negotiating, organizing and time management skills.
- Ability to think & view from customer's and business' perspective

Google Analytics/ Keyword analysis / Search Engine Marketing/ Email Marketing/ Website Analysis/ Web analytics/ HTML editing/ Mobile Marketing/ Page Optimization/ Competitor Analysis/ Webinar handling/ Speaker acquisition for events/ Data analyst.

## HOBBIES



## ACHIEVEMENTS

### 2017 February: Employee of the Month

Worked on a project called Mailbomber. Delivered high quality product and achieved 125% of the target. Also increased the open rate of the mailers to 18%.

### 2018 Performer of the Year

Delivered critical metrics tracking dashboard for Product Team. Evaluated and executed the load speed project in time bound manner. Owned and delivered animated video in time for the product release. It saved INR 10 lakhs+ cost.

### 2019 June: Employee of the Month

I was working on an event website called Workplace2025 which is owned by The Times Group. This site was the first interface for all the stakeholders, sales team and the industry. It had to be made live as it helped the speakers and delegates to register for the event. To execute this project i had to coordinate with multiple team and tried finishing the work within the desired time limits.

## EDUCATION

### 2008 Senior Secondary (I.C.S.E Board)

### 2010 Higher Secondary (I.S.C Board)

### 2013 B.com(hons) (Delhi University )

## WORK EXPERIENCE

### Jan 2014- Nov 2018 TeamLease Services Ltd. (In Association with The Times Group): Executive - Moderation and Content

#### Key Responsibilities:

- Thorough analysis of the Times Product features.
- Giving weekly review and feedback to enhance the utility and user experience.
- Excellent skills and aptitude for Marketing Strategies.
- Strategising how customer services and experience can be enhanced
- Work hard – play hard, win-win professional attitude to work.
- Team player, coordinating with co-workers and company clients.
- Proficiency with Microsoft Office (PowerPoint, Excel and Word).
- Excellent attention to detail, writing, understanding and communication skills.
- Excellent negotiating, organising and time management skills.
- Ability to think & view from customer's and business' perspective.
- Innovative & confident, quick to learn, hard working & Sincere.
- Ability to do something new, comprehensive problem solving.
- Providing innovative ideas and solutions to problems.
- Able to juggle priorities.
- Learning new technologies and keeping abreast of market developments.
- Adaptable and able to pick up new techniques.
- Analysis of the as-is situation of the online services and website.



## WORK EXPERIENCE



**Dec 2018 – Present Times Business Solutions – A Division of Times Internet Limited – Product Analyst and Co-ordinator**

### Key Responsibilities:

I am presently handling products called [jobbuzz.timesjobs.com](http://jobbuzz.timesjobs.com) and [content.timesjobs.com](http://content.timesjobs.com) websites. I am managing its overall traffic, page views etc. I am also responsible for improving the content of the site, improving the SEO ranking, integrating this product with several other in-house products like [timesjobs.com](http://timesjobs.com), [content.techgig.com](http://content.techgig.com).

- Competitor analysis (website design, features, collaborations, pricing etc).
- Develop a deep understanding of customers by studying results of heatmaps, A/B tests etc. to identify gaps in our product functionality.
- Chart down requirements and prepare prototypes and collaborate with design and technology teams to cover the identified gaps.
- Project owner of email marketing (inception, layout, content, co-ordination with the design team, delivery and tracking of all email marketing projects)
- Presently handling Key Products of Times Group – [jobbuzz.timesjobs.com](http://jobbuzz.timesjobs.com) and [content.timesjobs.com](http://content.timesjobs.com)
- Responsible for the overall visit, page visits and bounce rate of the portal.
- Responsible for integration of the product with TimesJobs App (Android version).
- Responsible for improving the content as well as improving the SEO ranking of the portal.
- Responsible for managing different campaign to promote the content of the portal as well as to improve the content in the portal.
- Responsible for improving the active database size.
- Coordinating with other departments like UX, Marketing, Content, Technology etc to achieve the final numbers.
- MIS/number crunching – Collect raw data from webmaster tools, google analytics etc. to create monthly dashboard reports and build the SEO plan based on the analysis of these reports.
- Content creation and copy-writing for various platforms keeping in mind various brand guidelines.
- Increasing Website traffic by Improving Page Position within Search engine using On-page & Off-page method.
- Keyword research using Google Insights, Keyword Planner and other tools.
- Reviewing & Analysing competitor sites, backlinks and understanding their organic search appearance.
- Maintaining Knowledge and Analysis of latest trends in SEO news to Identify new opportunities.
- Web Traffic Analysis using Google Analytics & Google Webmaster tool.
- Creation and execution of Email based marketing campaigns.
- Good at analyzing the best time and day to send the mails to get good click rate and open rate.
- Revamped the email marketing campaigns which led to doubling the email open rates.
- Analysing monthly reports based on existing campaign.
- Extracting data from GA, AdWords, Qlikview tools to perform Data Wrangling and to provide insights on channels wise.
- Organizing and handling webinars.
- Managing and maintaining CMS for publishing content on the website.

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