

PRATIUKSHA MISRA



PRODUCT MANAGER - CREATING DIGITAL, DATA & ANALYTICAL
JOURNEYS WITH TECH STRATEGY IN MIND

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WHO AM I?

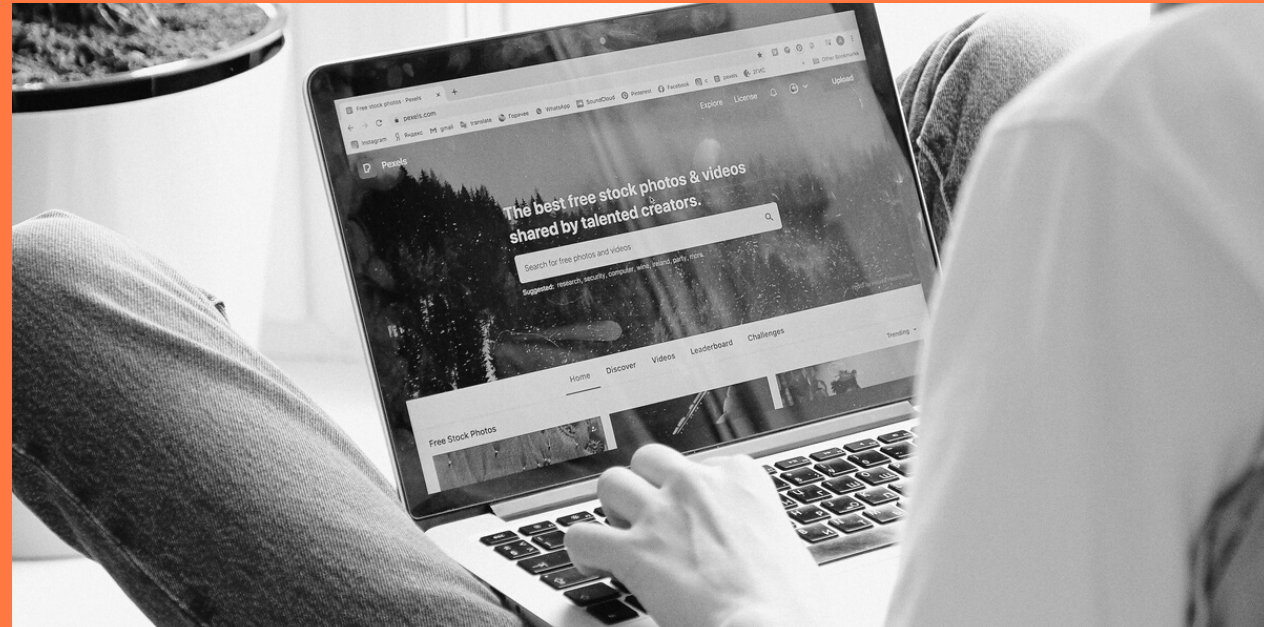
Experienced Product Manager & Tech Strategist

Creating digital and data friendly customer journeys with the right tools and tech capabilities is the key to every business success. Have delivered some great journeys and build self maintainable pipelines that empower every business to own their capabilities right from the front end to the back end.

An Avid Writer & A "Strict Mom" like my daughter says...

Innocent Thoughts, that I started to write when I got familiar with words popping inside as a result of thinking and talking to myself all day long since I was 9 years old.

"The Best Way to Express Oneself is to Tell A Tale"



WHAT I CAN DO FOR YOU

01

Manage End To End Sales & Marketing Strategy

I am with you until you get the gig and reserve your ROI.

02

Data Logistics

Measure every impact and interactions in a respectful private way.

03

Build a Customer Friendly App - Day 1

You get your app established as soon as you write the last line of your business requirement and press submit.

How I work with **clients**

1: Introduction



Get Familiar with the who's , why's and what's

2: Business Mapping



Map the write business goals to key deliverables

3: Project Plan



Plan is ready to go and executed day 1 with incremental iterative timelines until Customer says I am good

MY EDUCATIONAL BACKGROUND

01

University of
San Francisco

Internet Marketing ,
Integrated Online
Strategies

02

University of
Illinois- Urbana
Champaign

Digital Analytics For
Marketing Professionals

03

Computer Science
Engineering

04

Maths & Science
Under-Grad

EMPLOYMENT HISTORY

01

Senior Manager,
Product Management -
BU-Tech Internal
Client
2018 - 2021

Now : GSK - Enterprise Data &
Analytics Platform
Previously :Data Science & Data
Analytics Tools

02

Digital Campaigns
(Omnichannel
Marketing)- AARP
Client
2017 -2018

Discount campaigns tracking
via Adobe Marketing Cloud
bringing offline and online
channels into one universal
product for business decisions

03

Digital Analytics -
Products & Tech Lead
- Capital One Client
2012 - 2016

Clickstream Analytics Products
Tracking Payment, UI design,
and various banking process
flows and optimizing the user
experience to an optimum
level.

MY WORK CERTIFICATIONS

API Design &
Development

Digital Product Management

Certified SAFE Product
Owner/Product Manager

Certified Scrum Product Owner

Digital Analytics For Marketing Professionals

Data Analytics Platform : Azure , GCP Cloud Solutions

CLIENT PROFILES I WORK WITH

01

Startup companies

Because that's where I started my journey from 15 years back..

02

Independent sellers , Product Owners & Brand Managers

Who are looking out for expedited delivery with time constraints

03

Small business owners

As that's the future of the World

APPS I'M PROFICIENT IN

01

Building Customer
Friendly Apps

02

Analytics Tracking
Modules

03

Marketing Campaigns &
Successful User
Journey

04

Communication, Sales
& Marketing Solutions

Analytics & Blogging Out Of The Box

Measurement and tracking solution to track user experience with taking into account data privacy constraints. A readily available blogging or podcast experience to be up and close with your customer and share valuable insights of the brand as well as your life with them on a regular basis.

Case Studies

Real time use cases and case studies that have been 100% successful can be shared in a way that your client already trusts you upfront

Business Requirements & Solution Design Templates

Huge selection of templates that makes requirements gathering and solution design a lift and a shift model

**OTHER
SERVICES
I OFFER**

LOTS OF
HAPPY
CLIENTS
AS OF DATE

*Started of as a freelancer and now as a full time
employee at GSK working closely with internal
clients

100% JOB
SUCCESS
RATING

Quoting One Of My Favorite Client-Partner :
"once a task was assigned to her, I'd know
for sure that the outcome would be to my
expectations"

Feedback from my clients

Evelyn Chou

Data Product Leader

I would recommend Pratiksha to any companies that strive to leverage talents and to grow analytics for strategic advantage

Bill Hahn

Principal - Omnichannel Marketing @IQVIA

Pratiksha is a skilled technical analyst with a deep knowledge of web analytics. She has strong problem-solving skills, and by focusing on key business goals provides thoughtful, practical recommendations

Jai Rao

Leading Finance Technology Platform @CapitalOne

Pratiksha was one of the 1st SiteCatalyst Digital Analytics team members @ Capital One. She quickly proved her digital analytics knowledge and was relied upon to deliver on our largest and most difficult projects

LET'S CONNECT!

GET IN TOUCH WITH ME
FOR INQUIRIES

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