



## Pratiksha Misra

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My Official Website - <http://www.pratikshamisra.com>

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*A Strong Woman Product leader, with 16 years of experience in Product Management, Strategy and Operations and a personalized commitment to enhance various Digital & Data Product's customer experience, by building adaptable and self-served Marketing, Analytics, Technology and Cloud Solutions. A Problem Solver who has created numerous Digital Transformation Product Strategies for Brand Leaders in the industry like GAP, GSK, Capital One, and identified those key value propositions aligning with growth opportunities associated for Finance, Retail and Healthcare domains. Utilizing Data and Technologies heavily to drive the Product's design, User Experience (UX), and Implementation Modules through SDLC & Agile design principles. Incorporating innumerable design patterns, measurement frameworks and parallelizing concepts that can be decoupled to expedite the Product life cycle at their various stages from discovery to shipping.*

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### Overall Experience Summary :

#### Senior Manager : Product Management

GAP ( Jan 2022 – Current )

- Enabling the Roadmap and Vision for the entire Drapr Product Management team and working with external and internal stakeholders to streamline the timeline and prioritization of features accordingly
- Leading the end to end Product Pipeline delivery for the 3D Content Creation for the Virtual Try-On Product with emphasis on scalable work management flows to troubleshoot pipeline delays and enable maximum product catalog coverage
- Managing a high throughput content team filled with a combination of 60-80 designers, managers, engineers and data analysts to manage deliverables in a scalable way with constant cross collaboration and feedback methodologies.



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- Leading the communication, alignment and processes at scale to facilitate minimal impact on final backend API deliverables for the various key components and services that talk to each other at the backend.
- Establishing best practices and design methodology to exponentially address the growing amount of content and data being produced and added to various GAP's brands on a quarterly seasonal product cycle.
- Active Collaboration with the Brand & Product stakeholders for further testing and optimization iterations.
- Diving deep into the key data-sets for returns and conversion rates and making sure the right amount of attention is being given to the feature that is having high business impact compared to others.

### Senior Product Manager

GSK ( Sep 2018 – Dec 2021 )

- Lead the business development of Vaccine and R&D data products making it cost effective and scalable with hybrid cloud infrastructure enablement and satisfying various critical business requirements by mapping the adoption OKRs with various elements of the Azure Stack and other data prep and enhancement toolsets and capabilities.
- Responsible for driving data specific microservices using API integrations to develop a robust lowcode solution that would showcase scalability, elasticity and improving the time to market lifecycle.
- Manage, prioritize and work with senior leaders , engineering and QA team on new development and production support.
- Work with a cross functional group to optimize the technical solutions footprint and total cost of ownership
- Manage data security and governance and follow GxP compliance and GDPR policies and regulatory procedures to keep the product deliveries within compliance.

### Marketing Manager

Client : Influnet50 (AARP.org) ( Sep 2017 – Sep 2018)

Company : Consortium Inc

- Lead the Analytics & Reporting for the Discount Line Of Business : Omnichannel Marketing Campaigns Via Adobe Cloud Marketing Platform.



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- Responsible in creating and developing solutions like marketing channel : client engagement report with a break through insights on budget forecasting for the coming quarter and an entire fiscal year.
- Leveraged Adobe Analytics heavily to build the analysis of tracking the offline and online marketing channels in an automated way to result in cost effective user analysis on various customer touch points.

### Digital Analytics & Digital Marketing – Product & Tech-Lead

Client : CAPITAL ONE ( Feb 2012 – Sep 2017)

Company : Cognizant

- Have lead the team in the planning and execution phase of Digital Data Product evolution of Capital One Bank from traditional systems and strategies to evolving into a technology first organization.
- Adobe Marketing & Analytics Suite coupled with Tag Management Solution-Enlighten and a highly productive software development lifecycle being used to deliver high quality and time sensitive Digital Analytics Products to the market with end to end regression testing which in turn enhanced their web and mobile user experience.
- This Data driven product strategy resulted in a lot of UI design evolutions and framework methodologies like publisher-subscriber data model for click-stream data to federating out tech with business goals as a singular marketing and analytics framework created a lot of new business opportunities for the tech driven business solutions.
- Lead the Cognizant AI & Analytics team members, by being involved in mentoring and managing them right from the onboarding process to performance feedbacks and handling appraisal cycles for each individual in the team. Played a prime role in building multiple new Product Proposals, Digital Marketing and Data Analytics Workshop Sessions and Product Road-Maps converting prospects to clients. In this 6 year tenure also increased the account revenue from 2 million to 5 million and decreasing the product development lifecycle from 4 weeks to a day's timeframe.

Previous Experiences :



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Digital Analytics & Digital Marketing Consultant

Client : Possible World Wide : Advertising Firm for P&G ( Sep 2011 – Feb 2012)

Company : TekSystems

Web Analytics Consultant

Company : HyTech Consulting INC ( Apr 2011 – Aug 2011)

Search Engine Marketing Consultant

Company : DIRECTI ( Mar 2006 – Jun 2009)

## Education History & Certifications

*\*For additional certification info please check my LinkedIn*

Bachelor of Engineering in Computer Science & Engineering | Year 2005

**Biju Pattnaik University of Technology (Odisha, India)**

Masters Certification Program in Internet Marketing | Year 2011

**University Of San Francisco (USF)**

**Certifications** : Certified Scrum Product Owner , SAFE Certified Product Owner

API Design & Developments : **Google Cloud API Platform**

Marketing In a Digital World & Digital Analytics for Marketing Professionals | Year 2016

**University of Illinois at Urbana Champaign**

## Skillsets

- Product Design & Product Management :



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Designing and creating API's and Microservices, Cloud Architect, Solution Designing  
Streaming Solutions

JIRA, Airfocus, Wrike, Roadmunk, Product Plan, API Fuse, MIRO, Productmap, Mindmap  
Prototyping Tools for Product Design : Invision, Sketch, Marvel, Figma, Adobe XD,  
Origami, Zeplin

Brand Management & InfoGraphics : Logo Maker, Canva , Easel.Ly, Adobe Spark, Weebly  
CI/CD & Automation Testing Framework: Circle CI, Gitlab, Jenkins, Selenium

- Data Platform : Azure, Collibra, Adobe Real-Time Data Platform, Talend, Adobe Audience Manager
- Database & Data Management : Data Preparation, Configuring Data Pipelines with various API integrations, Machine Learning , Database Structures and Algorithms, Pattern Recognition, Data Quality, MySQL, COSMOS
- Data Analytics & Data Science : Databricks, Power BI, Adobe Analytics, Google Analytics, ThoughtSpot, ReportBuilder
- Cloud Platform : Azure, AWS, GCP
- Tag Management Solutions : Ensignen, TealiumIQ, Tealium Eventstream, Adobe Dynamic Tag Management, Google Tag Management
- Programming Languages : Python, JSON, Javascript, JQUERY, Spark SQL, YAML, XML, CSS, HTML, ReactJS, SQL
- Martech Tools - Optimizely, Exact Target, Appannie, Serpstat, Marketo, Chango, Rocketfuel, Similarweb , Facebook Insights, Facebook Ads, Flatpack, Google Adwords, Google Web Master, Youtube Insights, Google trends, Adobe Test & Target, Google Paid Search , Clarabridge, IBM TeaLeaf, Mix Panel, ClickTale , WordPress, Feedly, SEMRush, Moz, Copyscape, Quora, Mailchimp,