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Bangalore, India

CERTIFICATIONS

Google Project Management

Agile Project Management

Jira Fundamentals

SKILLS

Project & Product Execution

Agile · Scrum · Kanban ·

Hybrid Methodology · SDLC ·

Sprint Planning · Backlog Refinement ·

Release Planning ·

Stakeholder Management · Risk Mitigation ·

Capacity Planning · Resource Allocation ·

Project Roadmapping · OKRs · KPIs ·

Delivery Metrics · User Acceptance Testing ·

Executive Reporting

Product & Growth Signals

Product Vision · MVP Delivery ·

Feature Prioritization · GTM Planning ·

User Research Collaboration ·

UI/UX Alignment · Market Insights ·

Campaign & Catalog Launches

Tools

Jira · Confluence · Workflow Automation ·

Documentation Systems · Asana · Trello ·

ClickUp · Slack · AI · Claude code ·

Google Workspace · Microsoft Office

ANANYA ROY

PRODUCT STRATEGIST

SUMMARY

Product Strategist with 4–5 years of experience across B2B SaaS, healthcare tech, fintech, media platforms, and consumer brands. Experienced in leading cross-functional teams, driving products from discovery to UAT, and translating business goals into user-centric product decisions. Bringing a unique blend of project execution, product thinking, and UX fluency, now seeking product management roles with end-to-end product ownership.

EXPERIENCE

Zethic Technologies

Bangalore, India

Project Manager / Junior Project Manager

12/2024

A software development service focused company.

- Promoted to Project Manager within 9 months for exceeding KPIs; led 15+ cross-functional members across 5 concurrent projects, reducing delivery cycles by 30%.
- Designed a three-layer multi-tenant configuration model enabling 26 enterprise clients to run fully independent booking setups on a shared codebase — no client-specific branches, no silent mutation of live bookings. Resulted in 764+ vehicles, 47 models, 6 transport modes, 86% order completion rate, 23% reduction in idle vehicle time.
- Bandhan Bank (3 products in parallel): Led a 14-person team (2 designers, 10 developers, 2 QA) across 22 sprints to deliver Change360 (IT change lifecycle), PPAC (policy approvals), and Vsync (vendor management) simultaneously — approximately 150 screens.
- Directed platform transformation initiatives including redesigning a UK dental platform (reducing build size by 80% and server costs by 35%) and optimizing a mental health portal (increasing user engagement by 40%).
- Managed and scaled high-traffic platforms (10,000–20,000 users) while automating internal workflows to significantly improve operational efficiency and reporting visibility.

Freelance Project Management & Brand Consulting

Remote

Independent Consultant

01/2022

Independent freelance consultancy providing project and brand management services

- Owned end-to-end planning and execution of seasonal catalog launches and integrated multi-channel campaigns across multiple brands, driving structured roadmaps and cross-functional alignment that resulted in a 20–30% increase in seasonal sales.
- Led product discovery, aligned stakeholders, and collaborated with founders, UX, agencies, e-commerce. Defined GTM strategy, prioritized features, ensured milestone-driven execution.

PROJECTS

Biolink Magazine

Editorial leadership for a magazine project

- Re-engineered an unrealistic 3-day deadline into a structured 3-week production roadmap, defining milestones, approval checkpoints, and parallel workstreams to ensure quality delivery.
- Led a 6-member cross-functional team to produce and publish a full-scale institutional magazine, achieving 100% on-time release under the revised plan.
- Scaled contributor engagement from approximately 60 to over 300 submissions (5x growth) in the following edition by introducing structured outreach, submission workflows, and clearer content guidelines.

Bacterial inhibition In selective soils

Research conducted in a Christ University, Bangalore

- Orchestrated staggered execution of 20+ lab batches within a 30-day window, optimizing schedules and resource allocation to ensure 100% on-time completion.
- Designed and implemented a rolling batch system, enabling parallel task execution, reducing idle time by 25–30%, and increasing overall throughput capacity.

Fungal Research Project

Research conducted in a Forest Research Institute, Dehradun.

- Completed a microfungus research study 40% ahead of schedule.
- Executed a microfungus research study 40% ahead of schedule, processing 150+ samples across 6 locations through structured batch planning and phased execution.
- Piloted an initial test batch and scaled into parallel processing workflows, accelerating sample analysis timelines by 30%+ while maintaining data accuracy and consistency.

EXPERIENCE

Grow 91

Bangalore, India

Creative Lead / Project Manager

10/2021 - 06/2022

A creative agency focused on Influencer merchandise marketing.

- Drove 0→1 product development cycles using trend analysis, customer insights, and sales data.
- Engineered demand-aligned merchandise strategies, executing coordinated product campaigns that delivered a 25–35% uplift in sales and improved sell-through rates by 15%+.
- Mobilized cross-functional teams (design, production, marketing) across 2+ concurrent launches, reducing production bottlenecks by 30% and improving on-time delivery rates to 95%+.
- Implemented structured planning and tracking systems, increasing delivery visibility by 40% and shortening approval cycles by 25%.

47 Creations

Remote

Creative Projects Head

11/2020 - 10/2021

A company specializing in creative projects and branding

- Directed a team of 6 designers delivering branding and merchandising solutions across 5+ concurrent client accounts, increasing on-time delivery rates to 95%.
- Translated client briefs into production-ready creative assets, reducing revision cycles by 25% and accelerating turnaround time by 20%.
- Optimized execution workflows for influencer and merchandise campaigns, coordinating with 5+ external stakeholders, improving campaign launch speed by 30%.
- Implemented structured coordination systems and performance tracking, boosting overall team efficiency by approximately 30% and enhancing delivery visibility across projects.

VOLUNTEERING

Christ University, Bangalore

2022 - 2023

Social Awareness Initiative

- Facilitated menstrual health workshops for 200+ participants, achieving 98% positive feedback scores and improving awareness through structured, evidence-based sessions.
- Conducted lifestyle disease awareness programs across multiple colleges and public forums, engaging 20+ attendees per session.

EDUCATION

Christ University

Bangalore

M.Sc. Biotechnology

08/2021 - 05/2024

Gauhati University

Assam

B.Sc. Zoology

08/2019 - 05/2022