

# KANUPRIYA GATHORIA

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A dynamic and results-driven professional with **3.5+ years** of combined experience in business analysis, project and product management, and digital marketing. Brings a strong foundation in corporate environments, with a focus on **customer-centric solutions**, process optimization, and **cross-functional collaboration**. Adept at bridging **technical and functional domains** to deliver strategic, data-driven solutions that drive business growth, enhance user experience, and improve operational efficiency.

## Experience

### Product Manager (ASL) – Solution Delivery | Brane Enterprise | Bangalore, India

JAN 2024 – FEB 2025

- Conducted **market analysis**, feasibility studies, and iterative testing to identify and validate new use cases
- Compared emerging use cases with industry leaders, assessing **functionality and UI/UX** to enhance competitive advantage
- Authored over **300+ user stories**, resulting in faster development cycles and improved stakeholder visibility
- Developed scalable product solutions with seamless **system integration** and user-friendly UI, aligning with business goals
- Spearheaded **the development and deployment of no-code/low-code solutions**, accelerating time-to-market by **60%**
- Wrote clear and testable **acceptance criteria** using bullet lists and **Gherkin syntax** (Given–When–Then), ensuring shared understanding across development and QA teams and reducing ambiguity during implementation
- Industry Experience** - Professional Services, Non-Profit & Social Impact, Aviation & Aerospace

### Business Analyst | Capgemini India | Mumbai, India

MAY 20 21 – APRIL 2022

- Analyzed** clients existing **software systems** and business operations to identify inefficiencies, gaps, and areas for improvement
- Gathered **business requirements**, translating them into functional specifications to drive software enhancements
- Demonstrated strong understanding of **system architecture, APIs and database integration** to craft technically feasible, scalable, and developer-friendly user stories that accelerated implementation and reduced rework
- Worked with **cross-functional teams** to oversee design, planning, and functional testing, ensuring seamless **software rollouts**
- Created and maintained a **strategic product roadmap** for mobile and web applications, aligning business goals with user needs
- Industry Experience** - Logistics, Agriculture, and Construction Equipment

## Freelance Engagements & Specialized Projects

JUN 2022 – OCT 2023

### Freelance Associate Project Manager | Self Employed Projects

- Supported senior project managers in planning, executing, and closing projects across industries such as **IT and healthcare**
- Defined and maintained the **product roadmap** aligned with business objectives and stakeholder expectations, resulting in a **20% increase in feature adoption**
- Managed a prioritized **product backlog** for an enterprise infrastructure management system, working across **10+ Agile sprints** to deliver iterative enhancements
- Created and maintained clear, concise, and testable **user stories** with well-defined acceptance criteria to guide development teams effectively
- Developed and managed **project documentation**, including Business requirement document, charters, and schedulers
- Facilitated communication** among stakeholders to ensure alignment on project objectives and deliverables
- Tracked **project timelines** and identified delays to maintain project progress and adherence to deadlines

### Freelance Email Automation and Strategy Specialist | Self Employed Projects

- Designed and executed email **marketing campaigns** for clients in the SaaS, logistics, and nonprofit sectors, resulting in an average **14% increase** in email engagement
- Built and optimized automated **email workflows** (welcome series, abandoned cart, re-engagement)
- Conducted **A/B testing** on subject lines, CTAs, and content, improving **open rates by 10%** and **click-through rates by 8%**
- Collaborated with clients to align **email strategies** with overall marketing goals and brand voice

## Internship

### Market Development and Brand Building Intern | MBAtrek Pvt. Ltd

APR 2020 – MAY 2020

- Planned and implemented studies to assess market and evaluated results to enhance e-mail marketing campaigns
- Conducted trials and tests of **marketing channels** such as paid acquisition, social media and fresh content creation
- Increased brand recognition** in target audience through creative promotion and email marketing campaigns
- Technology used** - Excel, Google Analytics, MailChimp, Canva

## Skills

### Technical Purview

- Marketing Tools - TweetDeck, Radian6, Hubspot, Hootsuite, Office Suite, MailChimp
- Analytical Tools - MS Excel, Basic SQL
- Project Management - DevOps Azure, JIRA, Trello, Confluence
- Design Tools – Figma, Notion, Lucidchart

### Core Competencies

Market Research and Documentation • Campaign Lifecycle Management • Business Process Re-engineering • Stakeholder Management • Requirement Management • Product Management • Technical Documentation • B2B Saas • User-Centric Thinking • Backlog Management • Communication & Storytelling Release • Planning & Go-to-Market Execution • Sprint Planning, Reviews & Retrospectives • Feature Definition & MVP Scoping • Communication & Storytelling

### Technical Literacy

System Architecture Understanding • Basic API Concepts • CI/CD Awareness • Wireframing & Prototyping Collaboration (e.g., Figma) • Workflow Automation • Version Control Awareness

## Education

FEB 2021

**M.B.A. | Indian Institute of Management, Rohtak**

Majors – Marketing and Strategy, Business Analytics

Winner, Startup Triathlon 3.0

Executive Member – Explor Club, RAW Club

Coordinator – Placement Preparation Committee

MAY 2019

**B.E. | Madhav Institute of Technology & Science, Gwalior**

Branch – Computer Science Engineering

Member – Computer Society of India