

VAMIKA MEHTA

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EXPERIENCE

Product Line Management Intern | DZS Inc, Dallas, TX

Jun 2022 – May 2023

- Managed DZS Mobile Optical Edge and Broadband software pillar's (10+ products, 3 programs), lifecycle phases, focusing on phase approval, scheduling, and budgeting, meeting all milestones, and product releases.
- Utilized various tools such as MS Project, Smartsheet, Jira, and Confluence to develop automation and debugging solutions, improving overall product phase duration and launch efficiency by 20% over 7 months duration.
- Led Confluence training sessions for overseas teams and practiced agile methodologies for software product releases.
- Collaborated with stakeholders, executive team, and cross-functional teams including engineering, operations, sales, and marketing on multiple projects simultaneously leveraging management and communication skills.

General Secretary | Project Management Club at University of Texas at Dallas

Aug 2022 – May 2023

- Led and managed 5 teams in areas including events, marketing, design, technology/research, and student organization coordination.
- Worked closely with the management committee to organize industry-leading events with notable companies such as Microsoft, Copart, Wells Fargo, AT&T, Cyient, etc.
- Conducted over 75 interviews and onboarding processes to build a collaborative and efficient team of club officers from a large pool of 500+ candidates.

Project Management Intern (Social Media Strategy) | Monk Media One, India

Apr 2020 - Jul 2020

- Achieved a 95% success rate in launching news platform 'Knoj24TV' across multiple social media platforms, led a scrum team of 5+, leveraging communication skills to strengthen product development efficiency.
- Designed roadmap, defined milestones, development use cases and risk analysis report for new product introduction.
- Conducted extensive market research and web analysis to launch a new venture, resulting in a doubling of the audience reach within the first two months of the launch and a 10% overall growth of the company.

Marketing Specialist | Multiple, India

Jan 2018 – Dec 2020

- Freelance marketing and brand management specialist for companies, Brand Sutra and brands, Richlook, Abreeze, Helping Men Style, and Helios India.
- Designed successful social media campaigns and digital marketing strategies for brands with 100k+ audience in total, generating brand awareness with digital ads.
- Created content strategies, produces audio-visual content, managed paid marketing and SEO management for website, brands, and blogs.

SKILLS

Technologies HTML5, CSS, MySQL.

Tools MS Excel (Advanced), Atlassian Jira, Atlassian Confluence, MS Project (Advanced), Smartsheet, Salesforce, Kanban, Atlassian Trello, Asana, Oracle Cloud, Adobe Analytics, Google Analytics.

Certifications Complete SQL Bootcamp (Udemy), Google Analytics Certification, Smartsheet for Project Management (Udemy)

EDUCATION

The University of Texas at Dallas, Dallas | M.S. Management Science

May 2023

Makhanlal Chaturvedi University, Indore | Post-Graduation Diploma

June 2021

Devi Ahilya Vishwavidyalaya, Indore | BSc. Electronic Media

Oct 2020

PROJECTS

Covid Factor and Impact | Tableau

Cleaned the data and performed visual analysis, generating several plots and graphs using Tableau, interpreted the visualization statistics to approve/disapprove hypothesis on whether particular factors affected the covid cases in California county.

Scrum Master | Sim Agile

Scrum Master for Sim Agile project, applying agile principles and facilitating team collaboration to drive successful project completion. Led daily scrum meetings, sprint planning, and reviews, addressing impediments and fostering continuous improvement.

Digital Product Development | Microsoft Project

Developed concept, roadmap, milestones, agile and MVP development, and resource management for Macy's app introducing AR technology as an app extension product; presented a pitch deck.

Marketing Independent Study | Research & Analysis

Summarized and analyzed marketing research papers on CLV and Pareto/NBD models from 1999 to 2021, supporting further research study for Marketing faculty and team at the University of Texas at Dallas.

Walmart Website Analysis | Google Analytics

Led project to analyze customer patterns for Walmart website, picking 5 relevant KPIs for the retailer, using Google Analytics to provide a report recommendation to help improvement revenue and customer retention.

Data Modelling and Analysis of Electric Vehicle Management System | SQL

Designed a centralized database system using MySQL to manage electric vehicle ownership in the state of Washington for close to 100k car owners, ingested data manually and from online sources for data wrangling and analysis of ownership for previous 10 plus years, crafted SQL queries for data analysis and exported CSV format for analysis in Tableau.