

MANSI SOLANKI

A product enthusiast, eager to contribute to team success through hard work, attention to end to end product lifecycle and excellent management skills. Motivated to learn, grow and excel in digital world.

CONTACT INFORMATION

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 New Delhi, India

SKILLS

Product Management, MS-Office, MySQL, Adaptability, Collaboration, Strategy, UX Design, Vendor Management

EDUCATION

MBA – Marketing and Supply Chain

Delhi Technological University

2017 -2019

B. Sc - Food Tech

University of Delhi

2014-2017

HSC - CBSE

2014

SSC - CBSE

2012

CERTIFICATION

- **Business Model Innovation:** Differentiate & Grow Your Company course from Udemy
- **The Fundamentals of Digital Marketing** course from Google
- **Google- Digital sales** course from Google

ADDITIONAL INFORMATION

- Served as a key member in college societies - Cultural Head (2017-2018), Eco Club Head (2015-16), Women Development Cell (2015-16) and at World Wide Fund for Nature(WWF) NGO.
- Honoured with Times of India- Student of the year award (2010-11)
- Hobbies - playing badminton, fine arts

PROFESSIONAL EXPERIENCE

ASSISTANT PRODUCT MANAGER

Clix Capital (Erstwhile GE Capital) / August 2019 – Present

Responsibilities

- To oversee and manage the digital journey and its touchpoints
- Drive projects for process setup/improvement for marketplace, operations and retail functions
- Business analytics for the productivity
- Digitalisation of processes like SME lending, incorporation of government schemes for efficient overlapping with regular business functions -BRD creation, User testing, Training
- Managing and strategizing alliances with vendors

Key Achievements

- End to end implementation of government scheme (CGTMSE) with Clix's system for securitizing the portfolio of ~ Rs.108 Crores till June 2020.
- Significant increase in FTR and NACH Acceptance
- Learned Lean Sigma Management Principles and their application to NBFC operations

MARKETING INTERN

BSI Group / June 2018- August 2018

Responsibilities

- Analysis on implementation of international food safety standards in India
- Market Research – Collected the data points, identified the companies, analysis and, provided recommendations and suggestions

Key Achievements

- Prepared a full-fledged report on food industry for BSI's analysis to venture out into a new vertical.

MANAGEMENT INTERN

FUERST DAY LAWSON / June 2016 – July 2016

Responsibilities

- Schedule and coordinated meetings and appointments
- Planning and preparing presentations
- Data management of sample checks

Key Achievements

- Collaborated on the process for quality control of new products, production line and calibration of instruments
- Worked on the internal audit preparation and planning

ACADEMIC PROJECTS

MBA Dissertation Project- Drivers of Consumer Preference for Online Shopping

- End-to-end market research on major drivers for online shopping to compare and rank major e-commerce websites

Graduation Dissertation Project- New Product Development

- Made a low cost granola bar with traditional Indian ingredients and sold 200+ pieces of the bar at college fest.