

Rebecca Shrestha

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Experience

Associate Product Manager

Feb 2024 - Present

HomeServe USA

- Created and maintained dynamic product roadmaps, aligning with business goals and market demands
- Initiated and executed price increase strategy, resulting in \$10M+ revenue for our partners
- Facilitated cross-functional teamwork with operations, marketing, and legal teams to implement product strategies and maintain regulatory compliance
- Conducted competitive analysis and market research to inform product development strategies

Product Manager - Apprenticeship

May 2023 - Dec 2023

Co.Lab

- Led a cross-functional team of a Product Designer and Software Developers to build a web browser which empowers users to keep their saved content on top of their minds
- Conducted market research and quantitative analysis to understand user pain points and synthesize user stories
- Defined and prioritized user stories to build product roadmaps and Product Spec documents
- Spearheaded the creation of an MVP within 8 weeks, implementing Agile Scrum methodologies
- Executed user testing to drive iterative product improvements and user experiences

Marketing Executive

Nov 2022 - April 2023

Now Concepts

- Executed event marketing campaigns for Fortune 100 companies with over \$2,000 in weekly sales
- Recruited, trained, and led a high-performing team of five marketing professionals, fostering a culture of continuous improvement in campaign execution
- Led multiple national business trips increasing brand visibility and strengthening team synergy

Content Marketing Specialist

Jan 2022 - Oct 2022

Open Source Gallery

- Managed and created engaging digital content across social media channels, and newsletters, which boosted visitor numbers and enhanced follower growth and interaction by 80%
- Collaborated closely with artists and curators to create authentic and engaging narratives
- Coordinated with the PR team to amplify content reach and impact through strategic promotional campaigns and media partnerships
- Effectively managed and updated the website with the upcoming events and news

Product Manager Intern

May 2020 - November 2021

Youbble

- Collaborated between stakeholders, including offshore and onshore teams, ensuring a shared understanding of objectives, timelines, and priorities
- Identified market opportunities and analyzed competitor products to optimize the product's potential
- Created use cases, user stories, and process flows to prioritize features and enhancements
- Led a successful Kickstarter campaign by employing agile principles
- Implemented scrum by conducting daily stand-ups, building product roadmap and sprint backlogs

Education & Certification



City University of New York, Hunter College

B.A. Emerging Media Studies

Business Studies Certificate

Phi Theta Kappa Honor Society



RISE Career Launch

RISE Fellowship Program



The Association of International Product Marketing and Management

Digital Product Management Certification

Skills

- Technical:** HTML, SQL, Python, A/B Testing, Data Analytics, Tableau, Salesforce
- Tools:** Figma, Adobe Creative Cloud, Asana, Canva, Notion, JIRA, Slack, Excel, Sharepoint, Workfront
- Coursework:** UI/UX Design, Digital Product Management, Agile Project Management, Prompt Engineering, Gen AI
- Languages:** English, Nepali, Hindi