SUSHMA REDDY

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SUMMARY

PMP-certified analytics and client services professional with hands-on product management contributions spanning requirements gathering, prioritization, testing, and user adoption. Brings SQL analysis, KPI development, data validation, and root-cause investigation experience to digital product delivery. Built a working AI-assisted job application portal using n8n, refined prompts, and manually reviewed job matches and tailored resumes. Seeking to contribute to AI product quality, evaluation, and continuous improvement in a collaborative product team.

CORE SKILLS

Product Delivery: Requirements Gathering • Feature Prioritization • Stakeholder Management • Cross-Functional Coordination • Product Testing • User Training
Analytics and Quality: SQL Analysis • KPI Development • Data Validation • Root-Cause Analysis • Customer Journey Analysis
Applied AI: Prompt Design and Refinement • Manual AI Output Review • AI-Assisted Development • Workflow Automation

TOOLS AND TECHNOLOGIES

Data and Analytics: SQL, Power BI, Tableau, Excel, Google Analytics 4 | CRM: Salesforce | Workflow Automation: n8n | Presentations: PowerPoint, Canva

EMPLOYMENT HISTORY

Cheil (Samsung) — Sr. Product/Data Analyst | Dubai, UAE | Apr 2021 – Dec 23
Focus: Analytics and Digital Product Delivery
Client Portfolio: Samsung, Nespresso, Volkswagen, Energizer, New Balance

- Partnered with Product, Marketing, Operations, and Web Development teams to clarify business requirements, define KPIs, and translate findings into recommendations for clients and leadership.
- Built and maintained 15+ Power BI, Tableau, and Excel dashboards to track customer, conversion, product, and business performance; analyzed digital journeys to identify improvement opportunities.
- Used SQL to combine and validate Salesforce CRM, digital analytics, and internal business data, supporting performance analysis and forecasting.
- Automated 20+ recurring reports and dashboard processes, saving approximately 10 hours per week and improving access to performance information.
- Investigated discrepancies across 3+ reporting systems, performed root-cause analysis, and introduced validation controls that reduced reporting errors by 10%.

In House Analytics Tool

- Gathered requirements from engineers, client stakeholders, and the insights team for an in-house analytics tool serving clients with limited budgets for paid analytics platforms.
- Set priorities, coordinated development and delivery, and tested the tool against user requirements in collaboration with the delivery team.
- Trained users and created a post-launch guide to support adoption. The tool centralized client data, reduced manual collection, accelerated reporting, and avoided paid software costs for participating clients.

Publicis Sapient — Associate, Client Services | Dubai, UAE | Sep 2017 – Mar 2021
Client Portfolio: Miral, NEOM, Pizza Hut, Marriott

- Managed client requests and coordinated priorities across Marketing, Product, Operations, and delivery teams, keeping stakeholders aligned on requirements, timelines, and business objectives.
- Built Power BI and Excel reports to track campaign and business KPIs; combined performance analysis with market and competitor research to inform client recommendations.

Pizza Hut Digital Ordering

- Gathered client requirements for a digital ordering experience designed to let groups order together and split the total within the app; translated needs into requirements for designers and developers.
- Partnered with the wider team to prioritize features, clarify ordering flows, coordinate delivery, and test the experience against agreed client requirements.

Miral Website Enhancement

- Worked with client stakeholders and design and development teams on requirements for a website with tailored pricing, content, and navigation for different visitor groups, including local visitors and tourists.
- Helped prioritize enhancements, clarify user journeys, coordinate delivery, and test website experiences, sharing responsibility for alignment with client expectations.

PERSONAL PROJECTS

AI Job Application Portal

- Built and actively use an AI-assisted job application portal for application tracking, job matching, and resume tailoring, with n8n workflow automation and ChatGPT support; occasionally used Muse to review work.
- Wrote and refined prompts for job matching and role-specific resume tailoring; manually reviewed suggested matches for relevance and checked tailored resumes against personal experience before use.
- Configured scheduled n8n workflows for daily job searches and twice-daily email summaries, maintaining visibility into submitted applications and the resume version used for each role.

Personal Portfolio Website

- Built a personal portfolio website through AI-assisted development, translating the goal of showcasing professional experience and projects into a working digital experience.
- Used generative AI tools to support website creation, bringing together project examples and professional background in one place for prospective employers.

INTERNSHIPS

Geodis Wilson | Marketing | Singapore | 6 months

- Maintained trade-lane and market databases to support targeted marketing and outreach.

KPMG | Advisory | Dubai, UAE | 3 months

- Analyzed financial and operational data and prepared stakeholder presentation materials.

EDUCATION

- SP Jain School of Global Management — Master's in Global Business, 2017
- Amity University — BBA, International Business, 2015

CERTIFICATIONS

PMP | SAFe Agilist | Power BI