SAVITHA MURALI

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EDUCATION

University of California, San Diego, CA *Present*
Master of Science in Business Analytics | Rady Scholarship Recipient
- **Courses:** Consumer Behavior, Digital Disruption, Market Analysis, Data Visualization, Data Analytics
- **Teaching Assistant:** Project Management
- Vice President of Relations & Outreach, The Rady Product Management Club

Birla Institute of Technology & Science, Hyderabad, India *12/2021*
Master's in Business Administration, Quality Management (Work Integrated)

WORK EXPERIENCE

Consultant | Capgemini, Bengaluru, India *01/ 2022 – 05/2024*
- Streamlined quote-to-contract time by ~50% for 80+ suppliers by leading the implementation of a new front-end solution by collaborating with developers and testers ensuring effortless UX experience
- Partnered with marketing team to analyze user metrics via Power BI while conducting A/B testing to optimize key features driving 25% increase in engagement and 15% boost in conversions
- Spearheaded quality assurance for three releases by defining release success criteria in addition to validating 10,000+ records for accuracy enhancing system reliability
- Enhanced team efficiency by 40% by introducing structured quarterly performance reviews, KPI-driven workflows, and agile alignment with product roadmaps, streamlining sprint execution

QA Lead-Product Quality | Amazon, Chennai, India *05/2020 – 12/2021*
- Led five software releases with QAE for Fire TV Remote with 100 % test coverage reducing post-release defects, generating 20% revenue increase
- Participated in refining 20+ features, translating requirements into epics, user stories, and test cases—ensuring seamless integration with Fire TV Recast and Stick
- Presented KPI insights and automation feasibility reports to stakeholders, focusing on BAT, regression milestones, along with bottlenecks and improvement areas, resulting in 34% efficiency increase in test process
- Recognized as 'Star of the Year' for automating performance and scalability testing (Python, Appium), strengthening Fire TV Remote's stability and contributing market growth in Q2 2021

Program Analyst | Cognizant, Chennai, India *01/2017 – 04/2020*
- Created 200+ test cases for digital payment system, identifying 35+ critical API bugs, resulting in a 30% improvement in platform stability and transaction success rate

PROJECTS

Live Tune Event Management: Event Pricing Strategy | Product Manager *02/2025-03/2025*
- Defining problem statement and key challenges in ticket sales and customer engagement. Designed optimal pricing strategy powered by ML insights, Fine-tuned revenue streams through early-bird discounts and tiered pricing models, increasing revenue and sell-out rates

Intuit QuickBooks Upgrade: Predictive Modeling for Upsell Campaign | Student Consultant *01/2025 – 03/2025*
- Developed Logistic Regression and Neural Network models to predict customer response rates, optimizing wave-2 mailing strategy; analyzed 75K+ businesses, refined segmentation; recommended high-value customer targeting, scaling profit estimates to 800K+ businesses and maximizing marketing ROI

Spotify: Ad Frequency Optimization and Engagement Strategy | Product Manager *10/ 2024 – 12/ 2024*
- Created smarter ad experience for Spotify by designing Dynamic Ad Frequency Capping strategy using customer engagement tracking to make ads feel less intrusive. Recommended an adaptive approach that increased user satisfaction and session length while projected ad revenue boosted by 7%

SKILLS & CERTIFICATIONS

Product Skills: User Segmentation, Market Research, Competitive Analysis, Go-to-Market Strategy, Road Mapping, Prototyping, User Acceptance Test, Software Development Lifecycle Management, Risk Assessment, Hypothesis Testing
Technical Skills: Python, Java, SQL, Power BI, Tableau, Postman, AWS, Hadoop, JIRA, HTML, CSS, Machine Learning,
Project Skills: Agile, Sprint Planning, Stakeholder Communication, Resource Allocation, Backlog Refinement, Process Improvement, Root Cause Analysis, Requirement Traceability Matrix
Certifications: Product Management, Agile, SQL