

Contact

[www.linkedin.com/in/surabhi-mehrotra-61309779 \(LinkedIn\)](https://www.linkedin.com/in/surabhi-mehrotra-61309779)

Top Skills

Web Technologies
Customer Satisfaction
Business Case Preparation

Certifications

Certified ScrumMaster (CSM)

Honors-Awards

Employee of the month
Employee of the month
Employee of the month
Fast Starter - Nomination
Most Consistent Performer - Nomination

Surabhi Mehrotra

Full Time Mom | Agile Product Manager | Ex-Entrepreneur |
Experiential Learner | Certified ScrumMaster
Noida, Uttar Pradesh, India

Experience

ProScore Technologies
Product Manager
2024 - Present (1 year)

SMC Group

Product Manager
December 2023 - August 2024 (9 months)
Delhi, India

Orchestrate complete product management for Partner Space in SMC group companies. I work with Business Owners and senior executive team, engineering, product design and QA to develop new features and product improvements.

FranConnect

Product Owner
September 2021 - June 2023 (1 year 10 months)

1. Maintaining Product Backlog and prioritizing features.
 - Creating Product & Sprint Backlog
 - Gathering requirements from stakeholders and effectively providing walkthrough to development and quality teams on gathered requirements
 - Conducting Daily Stand-Ups and Sprint Ceremonies
 - Preparing BRD and FRD, User stories with relevant acceptance criteria, wireframe
 - Managing and coordinating a team of developers, testers, and designers
 - Conducting Demo for each sprint with internal stakeholders & clients
 - Managing monthly releases with UAT Testing
 - Weekly and Monthly Presentations for Internal Management
 - Actively participating in sprint activities sticking to the timeboxing concept and following sprint values

2. Hands-on experience with ProductBoard, JIRA, Confluence, Balsamiq.io, and Canva to manage day-to-day operations

Thriwe

3 years 1 month

Product Manager

January 2021 - August 2021 (8 months)

Delhi, India

Key Account Manager

August 2018 - January 2021 (2 years 6 months)

Delhi, India

1. Product Owner | Thriwe App: Creating product strategy, identifying business requirements, converting the requirements to wireframe, co-ordinating with the technology team, testing technology, drawing a conclusion from customer feedback, and making it market-ready

2. Privystreet: Expansion of the business model from Golf services to wellness and lifestyle services, developing strategy and technology (master admin panel, user interface, and vendor access panel)

3. Key Account Manager: Handling accounts for leading financial institutes across India, Dubai & Singapore, maintaining requirements, escalations, program engagement, and account analysis

Digifish3

Digital Marketer

October 2017 - July 2018 (10 months)

Gurgaon, India

My primary role at Digifish3 includes strategizing and implementing Social Media Plan for my clients and managing relationships. Key roles and responsibility were:

1. Social Media Management -

- Strategizing and working on various parameters to build the brand on social media (Facebook, Instagram, Youtube, LinkedIn, Twitter) with the right messaging to target and engage the most relevant audience
- Conceptualising and executing paid and performance leads on social media campaigns on all platforms such as Facebook, Twitter, Instagram, YouTube and more.
- Liaison with external agencies for execution of brand campaigns

- Identifying and building relationships with relevant social influencers & celebrities
- Identifying key trends further encompassing them in marketing activities and amplifying on social platforms
- Looking at the performance of the paid media (Facebook, Adwords, E-mail etc)
- Executing Brand Events and project management.

2. Client Relationship -

- Meeting and coordinating with potential clients for business by analyzing client's requirement, brand's potential and budget.
- Close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Focus on developing/maintaining new as well as existing Clients.
- Manage multiple Client relationships and engagement.
- Meeting clients for understanding on-going requirements and seeking feedback for the business in the process.
- Understanding of long-term business relationships.
- Interface with all levels of management and support client's project through Digital Marketing.
- Day to day business planning on actions, follow-ups for executing mandates efficiently and tracking their status.

Petfunday

Entrepreneur

August 2015 - August 2017 (2 years 1 month)

A vision to start a marketplace for all pets. A portal that allows you to shop, book a service, and consult a vet for a pet. Unique vision with a great passion holds a very special place not just in my career but also in developing me as a human being.

Infinity Studios

Creative Head

January 2014 - January 2015 (1 year 1 month)

ITC PSPD

HR Intern

February 2014 - May 2014 (4 months)

Education

Management Development Programmes-Indian Institute of Management Kozhikode
Professional Certificate Programme, Product Strategy · (March 2021 - August 2021)

MICA

Post Graduation Certification, Digital Communication and Media/Multimedia · (2017 - 2017)

ICFAI Business School

Master of Business Administration - MBA · (2013 - 2015)

Delhi University

Bachelor of Arts (BA), Economics, Computer Applications · (2009 - 2012)