

Contact

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(LinkedIn)

Top Skills

Digital Marketing Media
Analytics
YouTube Analytics

Certifications

FMCG Selling & Retailing
Techniques Workshop
Management Development Program
Course
Lean Six Sigma Green Belt
Certification

Honors-Awards

Certificate of Merit
Department Rank 1
Ms. Fresher
ABG Scholarship Shortlist

Poorvi Nigam

Product Manager - Digital Acquisitions, AmEx | MBA - FMS, Delhi |
Ex-EY
Delhi, India

Summary

As Product Management professional, I specialize in enhancing customer experiences and streamlining product delivery through a blend of analytical and creative problem-solving. My expertise in analytics and digital marketing has been pivotal in optimizing end-to-end customer journeys and validating new features with rigorous A/B testing.

My approach is deeply rooted in data-driven decision-making and fostering user-centric product enhancements. By collaborating with diverse stakeholders, I ensure our solutions not only meet regulatory compliance but also exceed customer expectations. My passion for journey optimization and commitment to innovative solutions drive my work, contributing to a forward-thinking and customer-focused environment.

Experience

American Express

3 years 3 months

Assistant Product Manager - Digital Acquisition & Onboarding
June 2025 - Present (1 year 3 months)

Associate - Digital Acquisition & Onboarding
June 2023 - May 2025 (2 years)

- Led market & competitor research studies, collaborating with UI/UX designers to gather quantitative and qualitative customer insights
- Optimized E2E customer journey with user-friendly enhancements to improve customer experience and acquisition
- Carried out comprehensive A/B tests to quantitatively validate the hypothesis before implementation
- Created a dynamic user experience for capturing and storing data, ensuring regulatory compliance

- Prioritized features using data insights, developed & aligned roadmaps with engineering for swift delivery
- Led strategic alignment with stakeholders, managing dependencies & risks throughout SDLC
- Utilized Agile methodologies and tools like JIRA & Rally to refine solutions through iterative feedback

EY

Consulting Intern

April 2022 - June 2022 (3 months)

- Designed a Model for Beat Optimization for outlets of 80+ Stockists, suggesting ideal servicing frequency
- Formulated & conducted Exclusive Trainings for 130+ SSMs, SOs & AMs to accelerate transformation
- Designed Planograms for 20+ categories using SoS to suggest ideal Shelf Coverage and Position for SKUs
- Achieved 21% Incremental Outlet addition across North & Central regions through model implementation
- Prepared a Dashboard Wireframe by analyzing past 3 years' data & identified 20+ KPIs to be represented

The Consulting Club, FMS Delhi

Associate Member

September 2021 - March 2022 (7 months)

- Elected as an Associate Member, Consulting Club, FMS Delhi; Conducted 30+ case sessions
- Curated content for 3rd FMS Casebook launch with 4x outreach over 5 social media accounts
- Created Industry Overviews, Guesstimates, Cases Interviews, Articles, Company Compendiums
- Organised Case Study & Article Writing Competitions with 900+ Registrations for the FMS Annual Fest

CATKing Educare

1 year

Project Manager

September 2020 - June 2021 (10 months)

- Coordinated on audit for conversion results by CATKing for top B-schools
- Created student dashboard wireframes for MBA aspirants; collaborating with industry experts

- Achieved 20% Y-O-Y increase in sales & customer acquisition through developing and implementing strategies

Digital Marketing Specialist

July 2020 - August 2020 (2 months)

- Analyzed YouTube analytics data for identification of pain points, implementing strategies to improve impressions
- Leveraged Organic SEO for increased acquisition of customers, promoting courses among 18-24 y/o people
- Optimized playlists to enhance user adoption, increasing subscribers & views on the channel

Education

Faculty of Management Studies - University of Delhi

Master of Business Administration - MBA · (2021 - 2023)

Kirori Mal College, University of Delhi

Bachelor of Science - BS, Life Science · (July 2017 - August 2020)

Kendriya Vidyalaya

· (2011 - 2017)