

DEVYANI MISHRA

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PROFESSIONAL SUMMARY

Insight-driven MBA with 4+ years of experience leading high-impact, cross-functional programs that drive operational efficiency and enable strategic scale. Adept at translating complex data into actionable business strategies, designing workflows that align teams, and partnering across functions to deliver bold transformation initiatives. Passionate about continuous improvement, organizational design, and scaling systems through innovation and collaboration that enhances decision-making and customer experience.

WORK EXPERIENCE

School of Business, UC Riverside – TA (Competitive & Strategic Analytics) SEP 2024 – MAR 2025

- Facilitated classroom discussions and provided academic support for 85 Undergraduate Business students, clarifying key business concepts such as market positioning, competitive advantage, industry analysis, and strategic analytics.
- Collaborated with faculty leadership to continuously improve course structure, integrating modern Business Intelligence and AI / LLM tools and aligning curriculum with real-time strategic planning methods.
- Conducted weekly review sessions and one-on-one mentoring, helping students apply strategic frameworks and analytical tools to real-world business scenarios, contributing to a 10% increase in average assignment scores.

XPay (YCombinator Startup) – Product Strategy Intern JUN 2024 – AUG 2024

- Spearheaded a strategic pivot recommendation from an API tool to an integrated Billing Ops & Sales Tax platform, analyzing market needs to propose a one-stop solution for SMB financial management while operating in a startup environment with high ambiguity.
- Developed a foundational product strategy and workflows focused on market leadership in India and a go-to-market roadmap for launching solutions in the USA and EU, leveraging gap analysis of user transaction data and industry benchmarking reports.
- Conducted extensive market and competitive analysis, researching industry pioneers in SEA and USA to uncover key insights, market gaps, and user requirements to guide strategic planning for market expansion.
- Created comprehensive documentation on legal requirements and technical challenges for cross-border interoperability, supporting XPay's customer-centric expansion strategy for B2B fintech operations, and a scalable, regulatory-aligned expansion.

BATA – Business Operations Manager MAY 2018 – AUG 2021

- Achieved 13% year-over-year revenue growth by overseeing operations for 12 flagship high-volume retail locations, with 100,000+ monthly visitors; implemented strategic initiatives and performance management practices to drive customer engagement and scalable execution.
- Improved operational efficiency by 12% and customer satisfaction by 28% by training 12 store leaders and leading a team of 80 retail executives; aligned strategic goals with frontline execution through effective stakeholder management, executive collaboration and leadership development.
- Drove a 45% increase in stock turnover and sustained store profitability by developing new KPI frameworks and managing P&L across all locations; collaborated with stakeholders, designers, and cross-functional teams to align on cost-optimization strategies.
- Unlocked \$100K+ in additional annual revenue and improved customer conversion rates by 62% by spearheading the end-to-end launch of 2 new flagship retail locations; implemented optimized operational strategies that were later scaled nationwide to enhance national performance.

PayTM (One97 Ltd) — Retail Analytics Intern APR 2017 – JUN 2017

- Increased PayTM's revenue per transaction by 15% by launching targeted retail offers across 45+ partner brands; leveraged RFM (recency, frequency, monetary) analysis and performance monitoring workflows to optimize campaign effectiveness for the ECommerce and Retail team.
- Delivered an 18% increase in offer claims by creating data-driven, personalized promotions informed by insights from 500+ customer surveys; equipped store managers with actionable analytics to enhance targeting and in-store execution.

EDUCATION

Masters of Business Administration (Marketing) Relevant Coursework: [Financial Management, Strategic Management, Marketing Analytics, Market Research, Simulation for Business]	University of California Riverside	MAR 2025
Post Graduate Diploma in Management (Retail)	Birla Institute of Management Technology	APR 2018
Bachelor of Sciences (Physics)	Patna Women's College	MAR 2015

CERTIFICATIONS

Artificial Intelligence Micro Certificate (AIC) , Product School	MAR 2025
Product Launches Micro-Certification (PRLC) + Product Strategy Micro-Certification (PSC) , Product School	MAR 2025
Google Data Analytics Certificate , Coursera	APR 2022
MITx MicroMasters in Supply Chain Management , edX	DEC 2022

LEADERSHIP AND VOLUNTEER WORK

Vice President , Women in Business Club - UC Riverside	SEP 2023 – Mar 2025
Organising Volunteer , ProductCon 2024	OCT 2024
Marketing Lead , Student Career Advisory Council - UC Riverside	SEP 2023 – DEC 2023

PROFESSIONAL SKILLS

Strategic & Management: Business Development, Strategic Planning, Market Analysis, Project Management, Operational Systems Design, Organizational Transformation, Stakeholder Management, Cross-Functional Leadership, KPI Development, Process Improvement, Retail Operations Management, Analytical Modeling, Dashboarding, Budgeting, New Launch, Business Workflows, Data Governance, Account Management

Technical & Analytical: Data Analysis, Category analysis, Quantitative Analysis, Business Intelligence Tools, Advanced Excel (Pivot Tables, Dashboards, Macros, Queries), Macros, Power BI, Data Visualisation Tools (Tableau), SQL, Python (Basic), Market Research Tools, Presentation Software (PowerPoint, Google Slides)