

DEVYANI MISHRA

Riverside, CA | (425) 667-2381 | dmish005@ucr.edu | <https://www.linkedin.com/in/dmishra10/> | www.devyanimishra.com

PROFESSIONAL SUMMARY

Results-driven MBA Professional with 3+ years of expertise in Business Development, GTM, Competitive Analysis, Business Planning and Data-driven Framework. Experienced in leading cross-functional teams to deliver innovative consumer product solutions, enhance user experience, and optimize business operations.

EDUCATION

Masters of Business Administration (Marketing)	University of California, Riverside CA	MAR 2025
Post Graduate Diploma in Management	Birla Institute of Management Technology	APR 2018
Bachelor of Sciences (Physics)	Patna Women's College	MAR 2015

PROFESSIONAL WORK EXPERIENCE

School of Business, UC Riverside — Teaching Assistant	SEP 2024 - PRESENT
<ul style="list-style-type: none">Led classroom discussions and supported 85 students in Strategy and Competitive Analytics, enhancing their understanding of key business concepts, competitive analytics and user requirements.Collaborated with the professor to create course materials, grade assignments, and integrate LLMs to provide a modern and comprehensive learning experience around cutting edge technology and business intelligence.Conducted weekly review and mentoring sessions, helping students apply strategic frameworks to real-world businesses.	
XPay (YCombinator Startup) — Product Strategy Intern	JUN 2024 - AUG 2024
<ul style="list-style-type: none">Created product strategy and roadmap for launching XPay's online payment solutions in the USA and SEA, leveraging gap analysis of transaction datasets and benchmarking reports to enhance the startup's competitive edge in the regional markets.Conducted extensive market and competitive analysis, using case studies of industry pioneers in SEA and the USA to uncover key insights, market gaps, and user requirements, guiding strategic planning for a Series A startup targeting diverse markets.Developed comprehensive documentation on legal requirements and technical challenges for cross-border interoperability, supporting XPay's expansion strategy for B2B fintech operations focused on optimization.	
BATA — Area Manager	MAY 2018 - AUG 2021
<ul style="list-style-type: none">Spearheaded the operations of 12 BATA flagship stores, averaging 100,000+ monthly visitors, achieving record-breaking sales growth of 13% YoY.Led a team of 12 store managers and 80 sales executives; resulting in 12% increase in operational efficiency, process improvement and 28% increase in customer satisfaction through strong stakeholder management and focused strategies.Developed new KPI metrics and collaborated with external stakeholders, designers, and cross-functional teams to drive business goals, resulting in a 45% increase in customer service ratings.Launched 2 new flagship stores generating additional \$100K+ annual revenue and improved conversion rates by 62% through stockroom management enhancements, deployed across 400+ stores nationwide.	
PayTM (One97 Ltd) — Retail Analytics Intern	APR 2017 - JUN 2017
<ul style="list-style-type: none">Boosted PayTM's revenue per transaction by 15% through targeted retail offers for 45+ partner brands, applying RFM (recency, frequency and monetary) analysis and performance monitoring for the Organised-Retail team.Drove an 18% increase in PayTM offer claims by crafting data-driven personalized offers based on insights from 500+ customer surveys, and empowering 250+ store managers through specialized training on customer engagement and offers.	

CERTIFICATIONS

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

LEADERSHIP AND VOLUNTEER WORK

Women in Business Club , Vice President	SEP 2023 - Present
Organising Volunteer , ProductCon 2024	OCT 2024
Student Career Advisory Council , Marketing Lead	SEP 2023 - DEC 2023

PROFESSIONAL SKILLS

Management Skills: Scrum and Agile Methodologies, Sprint Planning, Product Roadmap development, Customer Development, Risk Mitigation strategy, Digital Advertising, Project Management, Partner Management, Product Marketing

Technical Skills: Figma, Python, SQL, Tableau, Notion, Advanced Excel (data manipulation, macros, charts and pivot tables), Power BI