

Mohammed K. Siddiqui

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First Associate Product Manager & Analyst at top ranked mobile ordering and room service software startup. I'm a scrappy individual who blends analytical skills with a tenacity to get things done and a mind for business value. I collect customer input, mine data, make recommendations, help builders ship features, and keep stakeholders in the loop. My tactical skills are matched by a broad business sense, collaborative nature, and ability to punch above my weight.

SKILLS

Functional: Marketing Copy, Product Ownership, Coordination, Client Support, Communication, Teamwork

Technical: Data Analysis, Market Research, Business Intelligence, User Personas, Product Documentation

Tools: Amazon Web Services (AWS) Quicksight, SQL, Churnzero, Salesforce, Asana/Shortcut, Jupyter, Python for Data Science, Excel, Figma (beginner), Tableau, Facebook Ads, Google Analytics, Contentful, Hubspot, Notion

Frameworks: MoSCoW, RICE, Agile (Scrum blend), AARRR/HEART, SWOT, Kano

EXPERIENCE

Bbot Inc. | Associate Product Manager & Data Analyst | Levittown, PA (Remote) 03/2021 – 11/2021

- Helped increase International GMV 10% by managing the release of several features and bug fixes.
- Built dashboards using AWS **Quicksight** and **SQL** leveraged by Leadership and Department Heads to improve customer retention, monitor business performance, and help raise two rounds of funding.
- **Owned bug resolution** within Service Level Agreement working cross-departmentally, drove down a three-month backlog and created a reporting system to build team accountability.
- Liaised with internal and external stakeholders to **understand business needs** and **drive feature adoption**. Translated requirements into **user stories** and **acceptance criteria**.
- Supported five **API** development Partners by familiarizing them with the product and coordinating team meetings.

Business Associate 08/2020 – 03/2021

- Proactively resolved 180+ support tickets over phone, text, and email for customers accounting for 80% of revenue.
- Wrote eight articles for the marketing site and drafted an article featured in Food & Beverage Magazine.
- Improved **communication and streamlined processes** by creating 70+ Slack and Airtable workflows.
- Analyzed two non-standard deals and worked with legal team leading to a **successful customer onboarding**.
- Ran subscription and hardware audits and compiled monthly KPIs for different teams.

CMU Institute for Politics & Strategy | Research Associate | Pittsburgh, PA 09/2019 – 05/2020

- Analyzed US foreign diplomatic engagement data using **Tableau** and **Excel** to visualize trends in the Post-war era.
- **Quantitatively analyzed** public National Security Strategy documents to portray the evolution of national security priorities for Department Head's upcoming book.
- Helped create **time sensitive briefing books** on current events of national interest for the former Director of Policy Planning at the U.S. Department of State.

Solar United Neighbors | Marketing & Communications Intern | Washington, DC 01/2018 – 05/2018

- Analyzed Facebook and online traffic data to produce monthly guidance reports and created a dashboard for the Marketing team. Supported operations by speaking with subscribers, attending clean energy briefings on Capitol Hill, and updating elements of the website using WordPress.

EDUCATION

Bachelor of Science in Business Administration, Additional Major in International Relations & Politics

Carnegie Mellon University • Pittsburgh, PA

- Study Abroad: Carnegie Mellon in Washington DC, Singapore Management University, Carnegie Mellon in Qatar
- Hackathons: Carnegie Apps (1st), COVID-19 Trade Policy, Pittsburgh Civic Hackathon, and three others

Certifications

- **SAFe Product Owner Product Manager**, Machine Learning Engineer Nanodegree (Udacity), AI Product Management Specialization (Coursera), Applied Data Science (World Quant University), Introduction to User Experience (Coursera)