

# SWATI GUPTA

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## OBJECTIVE

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Leveraging my experience in management consulting and product management, I bring a robust blend of strategic acumen and operational expertise. Having led large-scale transformation projects, I excel at dissecting complex data and market trends to create actionable strategies that drive sustainable business growth. Moreover, my work with diverse clients fuels my passion for fostering strong relationships with my team and continually innovating to exceed stakeholder expectations.

## PROFESSIONAL EXPERIENCE

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### Management Consultant

Jan 2023 - Current

Alvarez & Marsal, New York City NY

- Spearheaded the end-to-end redesign of the customer journey for an operations client by streamlining processes with designing process maps, building analytical dashboards, analyzing data in SQL, and conducting A/B testing. Led cross-functional workshops across Sales, Marketing, Product, and Technology teams to align stakeholders and implemented the new customer experience platform, resulting in a 12% boost in retention over six months.
- Led a comprehensive operational assessment to identify inefficiencies and optimize resources, and worked cross-functionally with senior stakeholders to deliver a strategic action plan that reduced costs by 15%.
- Drove 20% pipeline growth by new lead generation through building the white space initiative aimed at identifying new clients and building cross-functional partnerships. Identified and sourced prospects through conducting industry and market research, including building and monitoring dashboards for lead prioritization from inception to conversion.
- Facilitated the operational carve-out of a \$150M division for a Fortune 500 company, managing the separation of processes, systems, and financial reporting structures to reduce overhead by 18% and saving \$6M annually.

### Product Management - Rotational Co-Op Program

Jan 2021 - Aug 2022

Cox Communications, Atlanta GA

- Created a working roadmap, strategy, and actionable recommendations for process improvement initiatives for merging EDIS/DSS departments, and co-led the major initiative to synthesize processes across key activities to ensure alignment.
- Analyzed historical data to create dashboards in Power BI to track customer satisfaction by defining key performance indicators (KPIs) for the delivery management team and identified opportunities for improving success metrics.

### Matchbox (Start Up) - Head of Growth & Marketing

Aug 2023 - Jan 2024

- Pioneered innovative growth and outreach initiatives by building new customer conversion channels from the ground up and leveraging content and marketing strategies that drove a 85% rise in new users and strengthened the market presence.
- Optimized growth strategies through data-driven testing, segment analysis and analysis of acquisition funnel metrics in Google Analytics to refine the key target markets and improve user conversion rates by 25%.

### “Industry” (Start Up) - Co-Founder

Aug 2021 - May 2022

- Founded a solution to the understaffing crisis in the service and bar industry caused by the pandemic by developing a short-term, gig-economy-style staffing platform to connect restaurants and on-demand service workers.
- Developed a business roadmap including setting product objectives, customer research, industry, and competitor research, designing mock UX, defining the MVP, and recommending a go-to-market strategy and marketing plan.

**Key Tools:** MS Office, Salesforce, Power BI, SQL, Python, Outreach, Figma, Confluence, Google Analytics

## EDUCATION

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### Georgia Institute of Technology - B.S. Business Strategy & Innovation

GPA: 3.7/4.0

**Minor:** Analytics

Highest Honors

**Involvements:** Tech Square Venture Capital Analyst, Alpha Xi Delta DE&I Team, Zell Miller Full-Ride Scholarship