

TANISHKA MANGTANI

Aspiring Product Manager

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SUMMARY

Growth and marketing professional with 5+ years of experience in performance marketing, SEO, and AI-enabled growth strategy, transitioning into Product Management. Experienced in translating user behavior and performance data into actionable strategy, defining requirements from user and stakeholder needs, and using structured testing to drive iterative improvement — increasing organic traffic by 40% and achieving 75% client retention. Completed IBM's Product Management Professional Certificate, building formal skills in user research, prioritization, roadmapping, and product strategy, with particular interest in Growth Product Management roles that leverage a data- and experimentation-driven background.

CORE SKILLS

Product & Growth: User Research & Behavioral Analysis | Requirements Gathering & Prioritization | Go-to-Market & Growth Strategy | A/B Testing & Experimentation | Roadmap Reporting & KPI Tracking | Data-Driven Decision Making

Marketing & Analytics: AI-Powered Analytics & Generative AI Tools | Google Analytics 4 (GA4) | SEO & Performance Marketing | Ahrefs, SEMrush, Hootsuite

Leadership: Cross-Functional Team Leadership | Stakeholder Management | Client & Customer Communication

WORK EXPERIENCE

SEO & Growth Specialist (AI-Enabled), Mover Search Marketing (MSM) | Nov 2024 – Present | San Diego, CA (Remote)

- Applied generative AI and AI-powered analytics to research user behavior and translate performance data into actionable growth strategy — the same data-to-decision process central to product management.
- Defined content and search strategy by identifying user intent and behavioral patterns, comparable to translating user needs into product requirements.
- Built automated GA4 dashboards and reporting systems to track KPIs and convert metrics into clear, stakeholder-ready recommendations.
- Optimized landing pages and conversion funnels through structured A/B testing and iterative experimentation.

SEO & Social Media Specialist, ClearDesk | May 2024 – Nov 2024 | San Diego, CA (Remote)

- Managed multiple client accounts simultaneously, prioritizing and coordinating competing requirements across stakeholders with differing goals.
- Analyzed campaign performance using Ahrefs, SEMrush, and Hootsuite to guide data-backed prioritization and optimization decisions.
- Delivered regular performance reporting to clients, translating analytics into clear, actionable recommendations.

Digital Marketing Manager – Local SEO Manager, Lotus Interworks | May 2023 – May 2024 | Los Angeles, CA (Remote)

- Promoted to Local SEO Manager; led a 12-member cross-functional team and owned client delivery end-to-end — spanning strategy, execution, and stakeholder communication.
- Increased organic traffic by 40% and achieved 75% client retention through structured, data-driven strategy and iteration.
- Aligned marketing strategy with business goals for US home-service clients, balancing and prioritizing multiple stakeholder needs.

Digital Marketing Manager, IOTA Informatics Private Limited | May 2021 – Dec 2022 | Bhopal, India (Hybrid)

- Executed integrated paid and organic campaigns, applying iterative testing methodology to continuously improve outcomes.
- Directed content strategy and social growth initiatives, coordinating priorities across content and design teams.

Digital Marketing Manager, Pixie Hospitality Services Pvt. Ltd. | Sept 2020 – May 2021 | Mumbai, India (Remote)

- Owned multi-channel campaigns end-to-end, from strategy definition through execution and performance review.
- Coordinated cross-functionally with design and content teams to deliver integrated initiatives on schedule.

EDUCATION

Bachelor of Commerce with Computer Application, Mata Gujri Mahila Mahavidhyalaya, Jabalpur (M.P.) — 2020

Business/Commerce, General, St. Aloysius Sr. Sec. School, Jabalpur (M.P.) — 2017

CERTIFICATIONS

Professional & Product

- AI First Product Management Fellowship, Product Space — Currently Enrolled
- IBM Product Management Certificate, Coursera — 2026
- Generative AI Mastermind, Outskill — 2025
- Kaggle Community Manager, Kaggle — 2025
- Google Digital Marketing & E-commerce, Coursera — 2023
- Google Business Profile Management, SkillNation — 2023
- Digital Marketing Masterclass, Skillshare — 2022

Writing & Recognition

- TTT: Writing That Sells Courses, TTT — 2022
- Content Writing Competition, People's Reflection — 2022
- DG-Star Performer of the Month, IOTA Informatics — 2022
- Writing Intern, Marpu Foundation — 2022
- Digital Content Writing, SkillEnhanced — 2018