

Mimoza Ruhani

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A Senior Product Manager with over 5 years of experience in the software development industry. Demonstrated success in leading high-performing product teams consisting of 5 to 20 members and delivering approximately 15 revenue-generating products. Effectively managed the entire product lifecycle, promoted cross-functional collaboration, and drove innovation to enhance performance and customer satisfaction.

AREAS OF EXPERTISE

Agile Methodology	Program Management	Strategic Planning	Risk management
Technical writing	Go-to-market strategies	Market Research	User Research
Analysis	Reporting	Prioritisation	Delegation
Hotjar	A/B Testing	B2C products	B2B products
Jira	Confluence	Productboard	Figma
Adobe	Google Analytics	Google Optimize	Lucidchart

WORK EXPERIENCE

Lead Technical Product Manager, 06/2022-02/2023
Gjirafa, Inc Pristina, Kosovo

- Led the technical development ecosystem containing 9 products, including a Data Management Platform, Advertisement Platform, Artificial Intelligence, Premium Content Platform, Identity Management Platform, E-commerce Platform, Content Management System, Video-Player, and Infrastructure solution.
- Coached and mentored Product Managers on Agile methodologies, resulting in a 20% improvement in sprint velocity across department teams.
- Revamping the customer service approach through a new onboarding process resulted in a 15% increase in customer satisfaction within 90 days while driving revenue and ensuring seamless client onboarding with Sales and Marketing collaboration.
- Hired, trained, and supervised a team of 9 QA Engineers, ensuring high-quality product delivery.
- Achieved a 30% reduction in communication response time by guiding Product Managers to utilize Productboard and Azure tools, resulting in streamlined internal and external processes.

Product Manager, 04/2021-05/2022
Gjirafa, Inc Pristina, Kosovo

- Spearheaded the end-to-end development lifecycle of a highly successful DMP product leading to a product launch 3 months ahead of schedule.
- Developed rigorous quality control processes, resulting in a 30% outperformance of competitors on key performance metrics.
- Conducted market research and analysis to identify market gaps, and opportunities, resulting in a 20% increase in customer satisfaction.
- Attained a 40% increase in productivity by mentoring a Scrum Master, strengthening their skills, and efficiently breakdown complex initiatives into manageable tasks.

Project Manager 09/2020-03/2021
Intes Gmbh Pristina, Kosovo

- Managed simultaneous development of 3-4 Web and Mobile projects for global clients across industries, translating customer needs and product strategy into high-standard user stories.

- Delivered on-time and within-budget projects by effectively communicating with clients on scope, requirements, and cost, while also aligning with executives and stakeholders on roadmap progress and go-to-market strategy.
- Implemented custom tracking codes to enable accurate ROI measurement of marketing strategies, resulting in a 25% increase in conversion rates.

Scrum Master

09/2019-08/2020

Intes Gmbh

Pristina, Kosovo

- Led and coached a cross-functional team of 10-15 Software Developers, 2 QA Engineers, and 2 UX/UI Designers, reducing production bugs by 10% within 6 months.
- Effectively managed a product vision, roadmap, and backlog of over 100 items, prioritizing tasks based on business value and collaborating with internal and external stakeholders to capture feedback and align feature priorities with release plans.
- Utilized Jira and Confluence to prepare multiple Sprints, maintain project timelines, set feature success metrics, and achieved an on-time project delivery rate of 90%.

Business Analyst

05/2019-08/2019

Kosovo Electricity Distribution and Supply Company

Pristina, Kosovo

- Facilitated collaborative workshops across departments, identifying pain points and automation opportunities, conducted thorough analyses, and presented comprehensive reports to stakeholders, offering insightful development plans and strategies.
- Defined feature requests for new software solutions, that successfully enhanced operational efficiency and productivity, leading to a remarkable 50% reduction in manual-labor time.

Reporting Specialist

08/2017-04/2019

Kosovo Electricity Distribution and Supply Company

Pristina, Kosovo

- Created dashboards using Microsoft Office Suite, enhancing executive decision-making by 30%.
- Identified companies' operations issues, proposed solutions, and standardized software development processes.

EXTRACURRICULAR ACTIVITIES

Scrum Tutor

09/2022

Leadership Institute of Future Engineers (LIFE) powered by Gjirafa

- Provided mentoring in Scrum best practices as an integral component of the LIFE program, aimed at cultivating aspiring engineers with leadership qualities.

EDUCATION

Graduated from the University of Pristina - Faculty of Electrical and Computer Engineering
Bachelor of Electrical Engineering

CERTIFICATES

The Fundamental of Digital Marketing, by Google Digital Garage	06/2023
Scrum Master Certified (SMC), by ScrumStudy	11/2019
KEDS Academy Leadership Program, by Boğaziçi University	06/2017
Women in Online Work Program, by Coders Trust	08/2016