

Varidhi D'cruz

Product Enthusiast

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A motivated millennial with her finger on the pulse of the technology industry, having a strong foundation in product discovery and launches. Passionate about promoting user-centric, innovative SaaS and PaaS products designed to streamline everyday life.

Skills

Product Discovery | Product Launch | Data Analysis | KPI Tracking | Roadmap Development | BDD | Talkwalker | Meltwater | Google Suite | MS Office | Adobe Creative Suite | UX/UI Design | A/B Testing | Salesforce (Associate) | Tableau | Brandwatch | Canva | WordPress | SEO | Growth marketing and optimization

Work Experience

Corporate Comms Intern

APCO Worldwide

Feb 2024 - Current

- Designed and implemented **GTM strategies for feature launches at 2 tech companies**, covering positioning, communications, and competitive analysis.
- Collaborated with teams and agencies and tracked OKRs**, developed strategies for 3 clients in clean energy and public sectors, and enhanced product solutions.
- Used tools like Talkwalker and Meltwater for **data-driven insights** and client recommendations.
- Enhanced operating efficiency in tech and healthcare sectors at APCO by **partnering with process owners** and employing a structured methodology to refine operational processes as a Product Marketing Intern.

Communications Intern

Planet

Jun 2023 - Aug 2023

- Led **user interviews and synthesized feedback** for a B2B SaaS Geospatial Mapping and Visualization solution, enabling the cross-functional team to understand the **product design** and areas for boosting **user satisfaction**
- Created **product roadmaps and OKRs** for a B2B SaaS solution focused on geospatial mapping, aligning with the organization's mission of advancing location-based insights and solutions
- Crafted tailored marketing strategies for the successful acquisition, adoption, and renewal of **two new products**
- Developed 3 content pieces for Planet's owned channels, resulting in increased **website traffic and engagement**
- Collaborated with **developers and designers** to understand buyer and user needs and iterate on various product functionalities and created Planet speaker bench topics/executive narratives, facilitating impactful communication strategies

Analyst

Ernst & Young (EY)

Feb 2019 - Mar 2021

- Asian Development Bank (ADB)-Agriculture & Livelihood**
 - Developed value chains and marketing materials (including case studies and presentations) for **4 high value agro-products** in Bhutan and **10+ Indian states**
 - Created **7 training modules and 4 business plans** for cottage and small industries (CSI) in Bhutan that improved domestic market share for 51 out of 50 targeted CSIs
 - Crafted **4 product roadmaps**, addressing pain points, refining user personas, and optimizing marketing and distribution, resulting in 78% sales growth for 40 CSIs
 - Forged client relations** with 40+ government, NGO, and inter-governmental contacts and collaborated with **300 vendors** to create a **B2B marketing and sales pipeline**, streamlining the client's outreach and ensuring a steady flow of business opportunities
- Bill & Melinda Gates Foundation (BMGF) & State Government**
 - Formulated **10+ product marketing reports** and concept notes on agri-extension technologies across 27 Indian districts
 - Orchestrated **20+ knowledge exchange events** and cultivated relations with **40 stakeholders**, facilitating collaboration

Project Intern

Ernst & Young (EY)

Jun 2018 - Jan 2019

- Crafted a 'Handicraft Sector of India' thought leadership report, assessing artisan products' impact and feasibility pain points
- Delivered **advertising solutions** for ADB & UNDP projects, ensuring seamless stakeholder communication
- Planned **50+ field visits** while constantly coordinating with client's cross-functional teams (product & marketing)
- Conducted **database management** for cross-functional teams of **20 members**

Education

MA in PR & Advertising

University of Southern California (GPA: 4/4)

Aug 2022 - May 2024

BA in English

St. Xavier's College, Kolkata

Apr 2015 - Apr 2018

Leadership & Awards

- Recipient of the **2024 Charlotta Bass Fellowship**
- **Launched a small business- Navigating Masters**, providing personalized career guidance to undergraduates in India, currently serving two clients
- Led 3 teams to create branding & marketing kits for **Southwest Airlines, Boxed Water and California Community Land Trust (CCLT)**. Strategised a **B2B campaign launch** that CCLT plans to implement
- Built my own WordPress website and learned **UX/UI design**
- Crafted the "2023 State of Brand Purpose" report at the **USC Center for Public Relations**, focusing on **ESG** impacts
- **Interviewed** over 10 Fortune 500 communications leaders, assessing campaign alignment with **brand purpose** and reputation
- Voluntarily completed **Salesforce Associate Certification** at USC's Digital Media Lounge and learned product management and marketing
- A morning person who is a **swimmer** and a **horse whisperer**