

SHEFALI AGARWAL

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EDUCATION	AREAS OF EXPERTISE	SKILLS	TECHNICAL
Columbia University Mailman – Master of Public Health	Product Marketing	Project Planning and Execution	Excel
UCSB Class of 2017- Mass Media & Communication [Dean's Honor List]	Brand Strategy and Messaging	Quality Improvement	Jira/Kanban Board/Confluence
Product Marketing and Growth Reforge	Program Management	Go-To-Market Strategy	Wordpress/Hubspot
Pragmatic Management Certified	Problem Solver	B2B/D2C Marketing	Google Analytics
IDEO Design Thinking Certified	Verbal and Written Communication	Scrum Management	Splunk/Modeling
	Tactical Execution	Competitive Analysis	SQL
	C-Suite Communication	Presentation & Readouts	
		Market Insight	

Creative program and product professional with over six years of experience in mission-driven organizations, specializing in launching and driving adoption of health focused initiatives. Proven success in leading complex, cross-functional projects with a data-driven approach, particularly in advancing health equity. Adept at quickly learning new environments, taking ownership, and influencing change across organizations. Passionate about leveraging innovative technology to improve quality of life and committed to creating equitable healthcare solutions that enhance outcomes for underserved communities.

WORK EXPERIENCE

Codexo | Product Operations and Program Manager

Remote | March 2022- Current

- Applied marketing centric methodologies to enhance adoption and user engagement, showcasing an average MoM increase of 8% (with a 10% surge for the core product).
- Product Managed the conceptualization, design development, and successful launch of the Generative AI model, Claim Pilot, resulting in a successful pilot with a key client and a pipeline of 5 additional clients for future rollouts.
- Introduced a more operationalized release readiness process, which escalated development team velocity and feature delivery rate from 50% to 95%.
- Orchestrated successful implementation with new Payer partners (e.g., Geisinger, Cal Optima, Pacific Blues Health Plan, Oscar Health) with RFP responses and market analysis.
- Program managed specialized projects that led to a \$5 million annual reduction in product infrastructure costs while simultaneously scaling capacity to support a 30% increase in customer base and accommodate data storage.

Kindbody | Digital Marketing Manager

New York, NY | September 2020- July 2021

- Automated digital marketing campaigns, driving new customer adoption for Kindbody. Increased new customer acquisition by 30% within a quarter through automated campaigns tracked by conversion rates and attributed to sales metrics.
- Defined and refined value propositions, leading to a 25% increase in B2B lead conversions, measured by the growth in qualified leads within the target industries.
- Conducted comprehensive market research leading to the acquisition of prominent B2B clients such as Pixar, Medtronic, Princeton University, and The New York Times resulting in \$5 million in revenue.
- Optimized website traffic and partnership inquiries, achieving a 40% increase in traffic and a 15% rise in inquiries within three months.

Castlight Health | Product Marketing Manager

San Francisco, CA | Jun 2019- Jul 2020

- Conducted training sessions that led to a ~15% increase in quarterly revenue per Customer Success Manager, contributing to overall business growth.
- Developed and distributed market research newsletters, driving a quarterly increase in sales referrals and qualifying leads within the Health Tech space.
- Insights gathered from win/loss interviews, user surveys, and customer interviews influenced product strategy, leading to an increase in customer satisfaction scores and a 12% improvement in feature adoption rates.
- Introduction of customer-facing collateral (project timelines, product feature release notes, webinars, newsletters) resulted in an increase in client engagement metrics (e.g., click-through rates, webinar attendance) and an improvement in client retention rates over a year with an overall NPS of 80.

Vitamin Angels Alliance | Content Marketing Coordinator

Santa Barbara, CA | Sept 2017 – Mar 2019

- Produced and managed content for high-impact corporate accounts (e.g., Walgreens, Whole Foods), strengthening partnerships and enhancing brand visibility.

ENDORSEMENTS

"Shefali has a talent for bringing product and features to life through the customer and market-facing content she develops and makes them stand out amongst the noise"- Greg Krantz, Head of Product Marketing at Hinge Health (Castlight Health Employer)

"[Shefali] cultivated knowledge of branding (specifically in the mass retail and natural product industry), storytelling, and strategizing content using effective, research-based methods." – Chris Hortinela, Sr. Manager CSR Partnerships

"Shefali is a solid product professional. At Castlight she conceived and implemented key product marketing initiatives and positively impacted core product metrics. She quickly grasped the complexities of our platform and launched a new customer webinar series."- Rajesh Razdan, VP of Product at Castlight Health & Codexo (Current Employer)