Nandini Mehta

Seasoned digital product executive with 3+ years of experience in products with a leading digital bank in the MENA region.

Worked on strategic growth initiatives, product development, portfolio management, managing strategic partnerships and customer service to enable product journeys from start-up to scale up

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PROFESSIONAL EXPERIENCE

Liv Digital Bank, Dubai— Digital Product Analyst

OCTOBER 2021- PRESENT

- Spearheaded the launch of the first ever all digital journey for Personal Loans across ENBD group, cheque book service and the Bonus Multiplier Account, including end to end product development and delivery.
- Executed the revamp and launch of the Liv Cashback Credit Card proposition, including go-to market strategy, complete rewards mechanism restructuring and enhancement of credit card loyalty program.
- Led digitization of onboarding and activation journeys across multiple acquisition channels, including launch of standalone card proposition through website for credit cards.
- Defined the product vision, roadmap and market value proposition for Credit Cards, Personal Loans, customer segmentation models and a youth proposition for kids under the age of 18.
- Conceptualized and led initiatives for growth of the cards and Personal Loan portfolio, including strategic partnerships with market leaders to position Liv Cards as top of the wallet card, implementation of product campaigns, monitoring ROI, and customer engagement.
- Managed the portfolio for personal loans, including digitization of journeys, strategic campaign execution and defining a vision for high quality customer acquisition.
- Collated and refined business requirements, translating them into technical requirements using user stories, managing backlog creation and refinement.
- Created budget forecasts, revenue models and detailed analysis on card and loan portfolios.
- Implemented several new to bank processes pertaining to cheque issuance, personal loans, and credit/debit cards by liaising with stakeholders across the bank.

THE DISTILLED POST, London - Digital *Writer*

- Produced over 15 articles in regard to global affairs - article portfolio available on LinkedIn.
- Collaborated on breakthrough stories, including cryptocurrencies, technology, healthcare, and finance.

HARPER'S BAZAAR ARABIA, Dubai — *Digital Writer (Intern)*

SEPTEMBER 2020 -DECEMBER 2020

- Published over 35 articles on press releases, cultural events and brands.
- Represented HBA at events by Dior, Louboutin and Gucci as well as managed HBA's social media presence on platforms.

SKILLS

Agile Methodologies

Scrum practices

Product development

Portfolio management and growth

Stakeholder management

EDUCATION

University of Bath, United Kingdom— *BSc Politics and International Relations*

OCTOBER 2018 - JULY 2021

JUMEIRAH COLLEGE, Dubai— *High School Diploma*

SEPTEMBER '2011 - 2018

Advanced Levels - Economics, Mathematics, English Literature and Government and Politics