

# AVANI GALA

0 → 1 Product Builder

## CONTACT

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## PM SKILLS

- User Research
- Customer Discovery
- Roadmapping
- Prioritization
- GTM Strategy
- A/B Testing
- Feedback Loops
- Product Lifecycle
- Cross-functional Collab
- UX & Wireframing

## TOOLS

### AI & Building

- Claude / Claude Code
- ChatGPT
- Cursor
- Notion

### Design

- Figma
- Canva

### Analytics & CRM

- Google Analytics 4
- Mixpanel
- Salesforce
- Marketo

### E-Commerce

- Shopify
- Etsy
- Walmart Seller
- Google Ads / SEO

## EDUCATION

### MBA, Marketing

American InterContinental University · 2012–2014

### BBA, Marketing

Clayton State University  
2010–2012

Minor: Supply Chain Mgmt

Consumer · Marketplace · Growth · GTM Strategy

## SUMMARY

0 → 1 product builder and founder with 5+ years owning the full product lifecycle — from user research and formulation to GTM, launch, and post-launch iteration across Shopify, Etsy, and Walmart. Prior experience in B2B GTM strategy and demand generation at a cybersecurity company (Exclusive Networks). Google UX Design certified. CareerFoundry PM certified. Actively leverages Claude, Claude Code, and ChatGPT for product research, rapid prototyping, and shipping — including building and deploying [avanigala.com](https://www.avanigala.com) end-to-end using AI-assisted development via GitHub and Vercel. Combines deep customer empathy, data-informed prioritization, and hands-on execution.

## EXPERIENCE

### Founder & Product Lead · Saanvi Botanicals Sep 2020 – Present

0 → 1 consumer wellness brand · Shopify, Etsy, Walmart · 22 SKUs · Milpitas, CA

- Led end-to-end product development for 18 all-natural skincare and wellness products — from customer discovery and formulation to launch and post-launch iteration, applying PM frameworks throughout
- Designed and optimized a Shopify e-commerce experience, driving a 20–30% uplift in conversion rate through iterative UX improvements and A/B testing of landing pages and checkout flows
- Scaled customer acquisition 50%+ via integrated GTM: Google Ads, social, email, and in-person events — managing full-funnel performance and optimizing CAC
- Built a structured customer feedback loop (reviews, direct conversations, pop-up events) to inform roadmap prioritization and improve retention
- Expanded distribution across 3 channels (Shopify, Etsy, Walmart); managed inventory planning, vendor sourcing, and supply chain operations end-to-end

### Marketing Manager · Exclusive Networks NAM Jan 2016 – Feb 2019

B2B cybersecurity GTM · Salesforce, Marketo, Google Analytics · San Jose, CA

- Led B2B GTM strategy and execution for cybersecurity solutions; drove pipeline growth through account-based marketing (ABM) and partner channel campaigns
- Partnered cross-functionally with product, sales, and vendor teams to align on positioning, messaging, and launch strategy for new and existing offerings
- Owned campaign performance analytics in Salesforce, Marketo, and Google Analytics — continuously optimizing targeting, messaging, and conversion
- Managed paid acquisition (Google Ads, SEO) and MDF budgets end-to-end; tracked ROI and aligned co-marketing with GTM priorities

### Digital Marketing Specialist · Anirav Enterprises Inc. May 2010 – Dec 2015

B2B demand generation · Salesforce · Atlanta, GA

- Implemented a Salesforce lead generation system and email campaigns, contributing to \$150K+ increase in annual sales
- Planned and managed 11+ national trade shows annually (50,000+ attendees), driving brand awareness and lead acquisition
- Led vendor negotiations, reducing procurement costs by 10%+ on \$250K annual spend

## CERTIFICATIONS

Product Management Certification · CareerFoundry 2026

Google UX Design Capstone Certificate · Google / Coursera 2025

NSE 1, 2 & 3 Network Security Expert · Fortinet / NSE 2018