

Bushra Paracha

Product Manager | Product Operations | Business Systems
New York, NY | +1 6314643123 | parachabushra4@gmail.com
[linkedin.com/in/bushrap](https://www.linkedin.com/in/bushrap) | bushraparacha.netlify.app

PROFESSIONAL SUMMARY

Product Manager with experience building internal software platforms, automating business workflows, and translating operational challenges into scalable product solutions. Built and managed a CRM platform supporting **300+** international buyers across **22+ countries** while driving product improvements, stakeholder alignment, automation, and data-informed decision-making. Passionate about building products that simplify complex operations through AI and analytics.

CORE EXPERTISE

Product: Product Management • Product Operations • Strategy • Roadmapping • Requirements • Stakeholders

Systems: CRM • Automation • Process Improvement • Business Systems • KPI Reporting

Analytics: SQL • Python • PostgreSQL • Tableau

Technology: React • Supabase • [Make.com](https://make.com) • Git • Figma

PROFESSIONAL EXPERIENCE

Kassam Trading Company

Digital Product & Business Systems Manager (Part-time)

June 2023 – Present

- Owned product strategy and development of an internal CRM platform supporting **300+ buyers** across **22+ countries**, centralizing sales, customer operations, and outreach.
- Partnered with leadership to gather requirements and translate operational challenges into scalable product features and automated workflows.
- Led development of a React, Supabase, and PostgreSQL platform that replaced fragmented spreadsheets with a centralized business system.
- Automated customer communication using Brevo, WhatsApp Business, and [Make.com](https://make.com), improving follow-up consistency while reducing manual work.
- Developed KPI dashboards enabling leadership visibility into pipeline health, customer engagement, and operational performance.
- Supported international business opportunities exceeding **\$3M annually** through improved CRM reporting and operational systems.
- Created product documentation and workflow standards improving platform adoption and long-term scalability.
- Prioritized platform enhancements through continuous stakeholder feedback and process evaluation.

Beats by Dre

Consumer Behavior & Market Analysis Extern | Remote

Jun 2025 – Aug 2025

- Analyzed customer behavior, pricing sensitivity, and product preferences to identify product opportunities.
- Translated customer insights into recommendations for product positioning, feature prioritization, and customer engagement.
- Presented research findings to stakeholders supporting product and marketing decisions.

Stony Brook University Graduate School

Student Assistant

Aug 2025 – May 2026

- Managed graduate operations across Slate, PeopleSoft, and OnBase while improving documentation and workflow efficiency.
- Maintained operational records, tracked deadlines, and supported process improvements.
- Partnered with staff to streamline student-facing operations and improve service delivery.

Stony Brook University

Teaching Assistant

Jan 2025 – Aug 2025

- Provided academic support in quantitative coursework through office hours, assignment feedback, and individualized instruction.

Selected Projects

KTC Trade Manager — Internal Customer Operations Platform

- Designed and launched an internal customer operations platform centralizing CRM, reporting, pipeline management, and outreach.
- Automated workflows using Supabase, PostgreSQL, Brevo, WhatsApp Business, and [Make.com](https://make.com).
- Built dashboards and documentation supporting operational visibility, adoption, and scalability.

Beats by Dre Customer Insights Report

- Conducted customer research using survey analysis and market segmentation to identify purchasing trends, product preferences, and feature opportunities.
- Delivered evidence-based recommendations for pricing, customer engagement, and product positioning based on behavioral insights.

Education

Stony Brook University | Stony Brook, NY

Bachelor of Science, Information Systems

Double Major: Applied Mathematics & Statistics

Leadership

President | Pakistan Student Association – Stony Brook University

- Led a student executive board, managing campus events, stakeholder engagement, and organizational operations.