

# Simron Dhali

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View My Work

## Professional Experience

### 1. Marketplace Implementation Manager - [Commerce](#)

(Mar 2026- Present)

**Primary Role: Implement requirements for the feed team to use when creating scalable marketplace and technical solutions.**

- Meet with global clients to gather, document, and translate complex business requirements into actionable technical roadmaps.
- Capture and distribute critical meeting insights across product and engineering teams to drive seamless execution and alignment.
- Identify and implement technical solutions that support aggressive client acquisition and marketplace growth strategies.
- Leveraged SQL to analyze and optimize databases, eliminating data redundancy and resolving key business blockers.
- Utilized HTML for frontend debugging to ensure seamless data rendering and a frictionless experience for high-volume merchants.

### 2. Project Manager & Senior Associate Engagement Manager - [BazaarVoice](#)

(Mar 2022 - Mar 2025)

**Primary Role: Integrated client UGC, campaigns, and ratings & reviews using BV tools to drive revenue**

- Led cross-team collaboration to scale internal and external processes for a growing commerce platform
- Managed enterprise onboarding for global clients (Target, Michael Kors, P&G), driving social content
- Streamlined cross-functional workflows with Jira, documented in Confluence and communicated via Slack
- Created client documentation, onboarding guides, and internal process improvements to reduce escalations
- Reduced errors by 10% across scaled platform ops, cutting costs by 20%, leading to \$2.5M+ in revenue

### 3. Project Coordinator - [TransPerfect](#)

(Jun 2021 - Oct 2021)

**Primary Role: Ensure language translation projects have resources to complete on time and under budget.**

- Managed async communication with global vendors across multiple time zones
- Led full project delivery lifecycle, aligning client requirements, timelines, and cross-team execution
- Streamlined QA workflows to boost efficiency and reduce costly production issues
- Acted as primary liaison between production teams and clients to ensure on-time execution
- Led projects for high-profile clients, including Sanofi, Merck and Baxter

## Education

### Bachelor of Science (Information Systems) - [Illinois State University](#)

(Aug 2017 - May 2021)

- IT Project Management internship from August 2020 to May 2021
- Managed the restructure of the Indian Student Association (ISA) as President
- Dean's List Honoree in the Fall 2020 semester
- Minor in Business Administration

## Certificates

- **Google Cloud - Gen AI: Beyond the Chatbot** - Coursera ([View Course Certificate](#)) (Nov 2025)  
Foundational models, basic prompt engineering, and crafting strategies to leverage AI.
- **IBM - Introduction to Project Management** - Coursera ([View Course Certificate](#)) (Nov 2025)  
Various management methods and key skills for project scoping, scheduling and budgeting.
- **Google - Project Management** - Coursera ([View Professional Certificate](#)) (Jan 2022)  
Foundations of initiation, planning, execution, and management of projects with Agile.

## Skills and Achievements

- 3rd place in Mobile App Development (MAD) Contest held by State Farm at Illinois State University
- Leveraging AI tools like ChatGPT to accelerate client research and operations (such as generating SQL)