

# ADITI MAHAJAN

Product Manager | AI & Platform Products

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## PROFESSIONAL EXPERIENCE

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### Independent Product Manager – Los Angeles, CA

Oct 2021 – May 2025

- Strategic sabbatical to manage family priorities while deepening AI/ML product expertise:
- Certified: IBM AI Developer (2024), CSPO (2023), Stanford ML (in progress); Product consulting for nonprofit
- Built AI/ML foundation: Tableau, SQL, A/B testing, data analytics

### Product Manager – Viacom18, Mumbai, India

Dec 2018 – Oct 2021

- Built 0→1 Ads Optimization Engine: Saved \$1M annually, 4% YoY revenue growth, scaled across all broadcast channels
- Automated 10,000+ man-hours/month; Led 3-year audits with Deloitte, EY, Reliance
- Managed 6 enterprise B2B apps; Vendor negotiations: \$110K+ savings across Wipro, Tessact
- Technical: 20+ API integrations, CI/CD via Jenkins, React, Node.js, MongoDB, AWS

### Product Manager – High Furtados, Mumbai, India

Jul 2017 – Nov 2018

- Turned around 18-month stalled product: Introduced Agile, delivered MVP in 3 months, earned promotion
- Built B2C platform: 30% customer growth, 90% satisfaction; 6 modules (student/teacher, courses, payments, CRM)
- Managed 5 vendors + cross-functional teams; Tech: React, Node.js, SQL, AWS, Razorpay, Zoho

### Core Team Member – Snaptasker, Bangalore, India

Oct 2015 – Nov 2016

- Founding team: Led product & sales for B2B marketplace; Delivered MVP in 4 months
- Impact: 100 transactions in 6 months, 30% client growth, 14% revenue growth

### Full Stack Developer – Tesco, Bangalore, India

Nov 2011 – Jan 2014

- Built front-end/back-end of Supply Chain modules (.NET/SQL); Led desktop-to-cloud migration
- Performance: 150% load time improvement, ~0% defect rate; Won Hackathon 2013

## SKILLS & EXPERTISE

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**Product Management:** 0→1 Product Development, Revenue & Monetization, Agile/Scrum (CSPO), Roadmaps, KPIs, Stakeholder Management, Vendor Negotiation

**User Experience:** Journey Optimization, B2B & B2C Product UX, Wireframing (Axure RP, Balsamiq)

**Technical:** API Integration, React, Node.js, MongoDB, AWS, Jenkins, CI/CD, SQL, Tableau, A/B Testing

**AI & Data:** IBM AI Developer (2024), Stanford Machine Learning (in progress), Google Data Analytics, AWS Solutions Architect

## CERTIFICATIONS

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[IBM AI Developer](#) (2024) | [CSPO - Scrum Alliance](#) (2023) | Google Data Analytics | [AWS Solutions Architect Associate](#) | [Digital Marketing Analytics](#) (University of Illinois)

## EDUCATION

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### Indian Institute of Management Kozhikode

Diploma in Product Strategy | Top 1% | 92% Aggregate

### Guru Gobind Singh Indraprastha University

B.E. in Computer Science