Elaheh (Ella) Rasoulian

Atlanta, GA • 1-470-356-1956 • Elaheh.rasoulian@gmail.com • LinkedIn • Website

Product Manager with 4 years of experience leading data-driven product initiatives. Recently completed an M.Sc. in Analytics at Georgia Tech, where I worked extensively with machine learning and large language models through research-driven and applied projects. Specialized in translating complex ML systems into scalable, user-centered products, and passionate about building AI experiences that improve productivity, personalization, and decision-making. Seeking full-time Product roles in AI/ML applications starting Feb 2026.

EXPERIENCE

Rogers Communications Inc.   **Toronto, Canada**
A leading Canadian Telecommunications and Media company providing wireless, cable, internet, etc. across Canada
Product Manager   *Sep 2022 – May 2024*
- Led strategy and execution for a $24M Microsoft 365 portfolio across SOHO, SMB, and Enterprise channels, enhancing customer retention and product adoption by updating the roadmap and researching new feature opportunities
- Increased churn prediction accuracy by 45% through partnering with analytics team to implement ML models
- Built a Power BI dashboard and automated P&L reporting with SQL and pandas, improving license growth, SKU performance, and churn analysis, reducing customer turnover by 10%

STICKERYOU   **Toronto, Canada**
E-commerce platform providing an online design tool to create custom promotional products
Product Manager   *Aug 2020 – Aug 2022*
- Launched three products, driving $730K revenue (+6% target) through cross-functional collaboration, supported sales team by preparing documentation and conducting training sessions, leveraging data storytelling
- Defined and executed product roadmap, prioritizing features based on feedback, market analysis, and business goals
- Increased monthly revenue by $35K by optimizing features i.e., checkout flow, upsell, and cross-sell using user feedback

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY   **Atlanta, GA**
M.Sc. in Analytics – Computational Data Analytics (STEM-designated) – GPA: 4.0/4.0   *Dec 2025*

SCHULICH SCHOOL OF BUSINESS, YORK UNIVERSITY – *Master of Management (Member of Dean's Honor List)*   *Aug 2019*

SHARIF UNIVERSITY OF TECHNOLOGY – *B.Sc. in Industrial Engineering*   *May 2017*

PROJECTS

Repository Level Code Generation with LLMs   *Sep 2025 – Dec 2025*
- Generated code patches for 20+ repositories, comparing LLM performance on real-world software engineering tasks
- Evaluated 4+ LLM model configurations (Gemini, DeepSeek) on repository-level code generation, achieving up to 0.96 weighted average similarity scores and analyzing performance across baseline and documenter-augmented approaches
- Implemented multi-metric evaluation pipeline combining similarity analysis (line, sequence, file overlap), LLM-as-a-judge assessment, and unit test validation to assess patch quality and correctness

Expert-Aware Knowledge-Guided Decoding   *Sep 2025 – Dec 2025*
- Developed a Knowledge-Guided Decoding (KGD) framework that adjusts token logits during inference to ground model outputs in retrieved knowledge, improving factual accuracy and reducing hallucinations by 9.2% vs. baseline
- Implemented the framework with OLMoE and DeepSeek-MoE, evaluated on Natural Questions benchmark
- Designed ablation studies and evaluation pipelines to analyze the effects of embedding fusion, alignment rewards, and retrieval-decoding contributions on semantic robustness and token-level guidance

Uplift Modeling for Blood Donor Engagement   *May 2025 – Aug 2025*
- Built an XGBoost uplift model on 70M+ records to prioritize donor outreach (focus on O^+/O^-), enabling smarter engagement strategies and improving outreach efficiency with 0.87 AUC
- Applied SHAP for feature explainability and conducted break-even & decile analysis to quantify business impact

SKILLS & CERTIFICATIONS

Certifications: Google Gen AI Intensive Course**,** Microsoft Azure AI certified
Programming & Database: Python, R, SQL | **AI Frameworks:** scikit-learn, PyTorch, Hugging Face Transformers, LangChain