

Elaheh (Ella) Rasoulia

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Product Manager with 4 years of experience leading data-driven product launches. Recently completed an M.S. in Analytics at Georgia Tech, specializing in machine learning and large language model applications for model evaluation. Seeking full-time Product Management roles in LLM applications starting Feb 2026.

EXPERIENCE

Rogers Communications Inc.

Toronto, 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 rule-based 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

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
- Boosted 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

Master of Science in Analytics - Computational Data Analytics (STEM-designated) – GPA: 4.0/4.0

Dec 2025

Coursework: Applied NLP, LLM, Conversational AI, Optimization, ML, Data & Visual Analytics

SCHULICH SCHOOL OF BUSINESS – YORK UNIVERSITY

Toronto, Canada

Master of Management – Member of Dean's Honor List

Aug 2019

SHARIF UNIVERSITY OF TECHNOLOGY

Bachelor of Science in Industrial Engineering

May 2017

PROJECTS

Expert-Aware Knowledge-Guided Decoding

Sep 2025 – Dec 2025

- Developing a Knowledge-Guided Decoding (KGD) framework that adjusts token logits during inference to improve factual accuracy and reduce hallucinations in large language models
- Implementing the framework with OLMoE and DeepSeek-MoE, evaluated on Natural Questions and TriviaQA benchmarks
- 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

Repository Level Code Generation with LLMs

Sep 2025 – Dec 2025

- Generated and evaluated code patches for 20+ repository instances from the FEABench dataset, comparing model 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

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 | **Data & Visualization:** Pandas, NumPy, Plotly, Tableau, Power BI

AI Frameworks: scikit-learn, PyTorch, Hugging Face Transformers, LangChain