

Jerusha Manoj

+1 (248)-986-8701 | jerusham@umich.edu | [Linkedin: jerusha-manoj](https://www.linkedin.com/in/jerusha-manoj)

EDUCATION

University of Michigan

Bachelor of Science Engineering, Computer Science

Ann Arbor, MI

Expected May 2026

Relevant Courses: Data Structures and Algorithms, Discrete Mathematics, Intro to Computer Organization, Foundations of Computer Science, Computer Vision, User Interface Development, Accessible Computing

PROFESSIONAL EXPERIENCE

Founder & CEO

June 2024 – Present

Curls Are Hot

Ann Arbor, MI

- Founded the brand Curls Are Hot by designing clothing centered around curly hair positivity and growing a 60,000+ follower TikTok community to promote confidence and empower those with curly hair
- Conducted 100+ user interviews to understand pain points and desires, leveraging insights to define the target demographic and drive product design and strategy decisions aligned with customer needs
- Ran agile initiatives, collaborating with designers and manufacturers, to develop shirts for target demographic

Product Development Intern

May 2024 – July 2024

Ford Motor Company

Dearborn, MI

- Led warranty resolution initiative for Ford's Connected Vehicles team, analyzing over 100,000 warranty submissions and presenting the top 100 customer pain points, driving a 15% reduction in repeat claims
- Developed predictive analytics Glide Paths using 161 Firework charts to visualize critical data insights, enabling data-driven decision-making and enhancing the product roadmap for issue forecasting
- Facilitated bi-weekly stand-ups with 6 key stakeholders to ensure alignment on project milestones

Product Manager, Growth

Oct 2023 – Jan 2024

Formi

Ann Arbor, MI

- Identified a market gap for cheerleading in the Formi choreography app, conducted a market analysis, and implemented monetized features, driving revenue growth from \$400 to \$5,000+ MRR
- Executed a TikTok campaign that generated 6.4 million views and 50k+ followers, resulting in 10,000+ new users for Formi, powering user acquisition and promoting brand visibility through targeted engagement strategies

Cybersecurity Intern

June 2023 – Aug 2023

Plante Moran

Southfield, MI

- Automated the Periodic User Access Review processes through ServiceNow email and task automation, saving the cybersecurity team 40 hours annually and significantly enhancing security compliance and operational efficiency
- Collaborated cross-functionally to implement strategies for Cybersecurity Awareness Month, increasing engagement by 80% through articles, QR codes, posters, and a cybersecurity-themed competition

Data Analyst Intern

June 2022 – Aug 2022

DTE Energy

Detroit, MI

- Improved license data entry by 70% by developing a License Tracking app with Power Apps and Active Directory autofill, and created a Power BI dashboard to provide insights on the allocation of 500+ company license

LEADERSHIP EXPERIENCE

VP of Marketing | *Product Motion*

Jan 2025 – Present

- Managing social media strategies to grow event promotions, and enhance visibility through targeted initiatives

Product Manager & Software Engineer | *Kappa Theta Pi (KTP)*

July 2024 – Present

- Redesigned the KTPalooza app by implementing user-driven features, increasing engagement by 80%
- Revamped KTP's website, used by 1,000+ users, in collaboration with other software engineers and designers

Youth President | *Detroit Malayalee Association*

Jan 2022 – Dec 2022

- Taught youth programming workshops, and organized a charity drive collecting 500+ cans for Gleaners Food Bank

SKILLS & AWARDS

Technical Skills: C/C++, React, Tailwind, HTML, JavaScript, CSS, Java, Power Apps, Power BI, Python

PM Skills: Agile Methodologies, Product Roadmaps, User Stories, Customer Needs, Product Lifecycle Management

Awards: Ford's Intern Innovation Challenge Winner, KTP Hackathon Winner - 3rd Place