

Manu Maddali

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Summary

- Product Manager that finds the sweet spot between user needs and what's technically possible.
- Built an AI resume optimizer that processes 25 applications simultaneously.
- Equally comfortable diving into APIs, presenting to executives, or solving tough bugs end-to-end.

Professional Experience

Product Manger

June 2022—Present

InComm Payments, Atlanta, GA

- Spearheaded launch of an innovative B2C Retail App; led strategy and delivery.
- Grew monthly active users from **12K** to **800K** using data-driven insights.
- Managed retail catalog pipeline supporting adjudication at Point-of-Sale.
- Acted as **Product SME** for catalog platform; improved internal tooling.
- Expanded ICP and increased API usage by **73%** with new REST APIs and docs.
- Decreased support tickets by **60%** through targeted improvements.
- Built PowerBI dashboards for leadership to guide execution via OKRs and KPIs.

Product Analyst Intern

May 2021—August 2021

Okta, San Francisco, CA

- Drove integration of internal platforms; improved engagement and collaboration.
- Partnered with Analytics to track performance; improved training efficiency by **40%**.

Personal Projects

ApplyAI

June 2025—Present

- Designed AI resume optimizer (OpenAI GPT-4o-mini, LangChain RAG) achieving **40%+** keyword alignment.
- Built FAISS similarity search across **650+** job descriptions for context-aware tailoring.
- Implemented FastAPI batch processing to queue up to **25** jobs with **95%** success rate.
- Engineered robust text pipeline (PyPDF2, pdfplumber, custom NLP) preserving professional structure.

Education

- B.S. in Computer Science — University of Technology — GPA 3.7/4.0
- Coursework: Data Structures, Algorithms, Database Systems, Software Engineering

Skills

- **Product:** Roadmapping, Metrics (OKRs/KPIs), A/B Testing, User Research, Analytics
- **Technical:** Python, FastAPI, Node.js, React, SQL, AWS, Docker, Git
- **Tools:** PowerBI, JIRA, Confluence, Postman, Figma