Manu Maddali

Atlanta, GA • Manumaddali7@gmail.com • (229) 449-0671

Summary

Product Manager that thrives on finding the sweet spot between what users actually want and what's technically possible. Recently built an AI resume optimizer that processes 25 applications simultaneously because I got tired of manually tweaking resumes for different roles. I'm equally comfortable diving into API documentation, presenting to executives, or figuring out why something is broken - at the core. I like building things that actually work.

Professional Experience

Product Manger
June 2022–Present

InComm Payments, Atlanta, GA

- Spearheaded the launch of an innovative B2C Retail App, focusing on product strategy and development.
- Boosted user engagement significantly, growing monthly active users from **12K to 800K** through data-driven feature enhancements and market research/analysis.
- Managed Retail Catalog pipeline that supports product adjudication at Point-of-Sale.
- Became the **Product SME** for catalog inventory management platform and other dependent 3rd party software, leading customer calls while providing support to internal solutions engineering team.
- Expanded **ICP** and increased API usage by **73%** across large Enterprise Customer Segments by building new REST APIs and documentation, leading to decreased customer escalations for custom features.
- Currently own multiple products across two agile dev teams, delivering enhancements in bi-weekly sprints.
- Built dashboards and reports in PowerBI and presented them to leadership to update execution progress (OKRs and KPIs) and guide future product strategy.
- Decreased support tickets by **60%** for our products through targeted product development and strategic insights.

Product Analyst Intern
May 2021–August 2021

Okta, San Francisco, CA

- Drove the integration of Okta's internal platforms, focusing on enhancing user engagement and improving collaboration with technical teams.
- Worked with Analytics teams to track platform performance, improving internal training efficiency by **40%** and optimizing user engagement across the platform.

Personal Projets
June 2025–Present

ApplyAI

- Designed an AI-powered resume optimization Agent leveraging OpenAI **GPT-4o-mini** and **LangChain RAG architecture** to dynamically tailor resumes for specific job requirements, achieving **40%+** keyword alignment.
- Implemented advanced Retrieval-Augmented Generation (RAG) system using **FAISS vector databases** and **semantic similarity search** to analyze **650+** job descriptions, enabling context-aware resume modifications based on industry patterns.
- Developed real-time batch processing engine with FastAPI and async job queuing to simultaneously process up to **25 job applications**, featuring live status polling and automated PDF generation with **95% success rate.**
- Engineered intelligent text processing pipeline combining PyPDF2, pdfplumber, and c**ustom NLP algorithms** to extract and reformat resume content while preserving professional structure and eliminating formatting inconsistencies.