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## EXPERIENCE

### **Porch.com**

**5/2015 – Present**

#### **Product Manager, Mobile / Monetization**

**Seattle, WA**

Served as PM for Porch's mobile team and brought Porch Pro mobile app for Porch's home professional (Pro) subscribers to market.

- Led product roadmap and launch of Porch's first home professional-facing app, using Scrum with team of one designer and four mobile engineers to develop v1 app in three months.
- Organized account manager marketing plan to drive adoption of Pro app, resulting in 34% month-over-month growth in app usage for first six months after launch.
- Created high-fidelity mockups and interviewed customers to scope out new "business card" feature, which became one of Porch's most engaging Pro-facing features.
- Launched self-service flow for Pro Guarantee program, saving 10 hours of Account Management time weekly.

### **Canary**

**4/2015 – 4/2015**

#### **Co-Founder, iOS Developer**

**Seattle, WA**

Canary was the first app-based medical marijuana delivery. Bootstrapped and scaled company to over \$25,000 in gross revenue in first 4 months before merging with another marijuana company.

- Developed iOS app (Swift) and web app (AngularJS) for medical marijuana patients to upload medical authorization and order from dispensaries, scaling apps to over 1,000 users.
- Created sales strategy to sell Canary delivery service software to medical marijuana dispensaries, onboarding 8 dispensary customers for initial launch.
- Onboarded new partner couriers onto Canary's 3<sup>rd</sup> party driver app, assembling a delivery team with 25 couriers at its peak.
- Conducted user interviews with medical marijuana patients and dispensaries to build and iterate on features.

### **Porch.com**

**1/2014 – 10/2014**

#### **Software Engineer, Growth**

**Seattle, WA**

- Created texting-based app to allow homeowners to search for home professionals near them via text message, rolling out and marketing app at multiple Lowe's stores. (PHP, MySQL, Twilio API).
- Built direct mail marketing tool that automatically sent customized postcards to potential customers.

### **Microsoft**

**2/2012 - 8/2012**

#### **High School Marketing Intern, Xbox Consumer Engagement**

**Seattle, WA**

- Analyzed open rates and clickthrough data to find patterns of successful content to improve Xbox Newsletter.

## EDUCATION

### **University of Washington**

**2012 - 2017**

#### **B.S., Informatics: Human-Computer Interaction**

**Seattle, WA**

- Relevant Coursework: Project Management (3.8), Web Technologies (3.8), Design Thinking (3.9), Computer Programming I/II (3.6), Search Engine Technologies (3.7), Information Systems Analysis & Design (3.7)
- Co-Founder of Startup UW, UW's largest undergraduate entrepreneurship organization. Grew club to +200 members and +20 person executive team.
- Dempsey Fellow (2013): Chosen as 1 of 10 undergrads to be mentored by Neal Dempsey, General Partner at Bay Partners.