

# REZWAN ISLAM

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## SUMMARY

Innovative and results-driven professional with diverse experience in business development, digital product management, and product development. Proven track record of conducting comprehensive market research, financial modeling, and competitive analysis to drive business growth and improve startup funding readiness. Skilled in collaborating with cross-functional teams to integrate new features, optimize processes, and enhance user experience in mobile applications.

## EXPERIENCE

### Business Development Intern | Small Business Development Center | New York, NY | September 2024 - December 2024

- Conducted competitive analysis and financial modeling for early-stage ventures, contributing to actionable plans that improved startup funding readiness by 30%.
- Led market research and customer discovery efforts for 10+ entrepreneurs, helping validate business ideas and refine positioning strategies, resulting in a 25% improvement in client pitch success rates during advisor reviews.
- Supported the development of business plans and financial projections for startups across industries such as retail, food & beverage, and fitness, increasing client preparedness for investor and SBA loan meetings by 40%.

### Digital Product Management Intern | Rocket Mortgage | Detroit, MI | May 2024 - December 2024

- Collaborated with engineering and design teams to integrate a new Plaid CTA feature for the Rocket Mortgage Mobile App, applying software development principles and optimizing backend processes, resulting in a 400% increase in account creation efficiency.
- Developed integration requirements for an AI-driven chatbot to streamline the onboarding process for the Rocket Mortgage Mobile App, collaborating with engineers to ensure seamless functionality and system compatibility, reducing banker queries by 40%.
- Led the design and implementation of a Rocket Homes app feature for a side-by-side house comparisons, increasing user engagement by 20% and earning the Tech Demo Award for June 2024.
- Spearheaded UX/UI audits and regression testing across Rocket Mortgage and Rocket Homes applications, resolving 95% of visual inconsistencies, including typography and design elements. Utilized Kanban methodologies to streamline updates and reduce app development delays by 30%.
- Contributed to the product roadmap for the mobile app rebranding between Rocket Homes and Rocket Mortgage apps, prioritizing backlog tasks and refining illustrations and typography to enhance UX, driving a 15% increase in app adoption rates.

### Product Development Intern | MegaPlants LLC/Kosha Botanica | New York, NY | February 2024 - May 2024

- Conducted market research using Keepa and Jungle Scout to analyze 300+ trending SKUs; identified two high-potential products projected to boost sales by 20%, aligning with MegaPlants' sustainability mission.
- Partnered directly with the CEO to assess ingredient formulations and strategic fit, recommending 3 trending tinctures from a pool of 200+ that drove a projected 25% increase in revenue.
- Leveraged data analytics tools to assess competitive pricing and feature trends, supporting product differentiation with a 25% increase in customer coverage.
- Coordinated cross-functional efforts to streamline the development of eco-friendly packaging, achieving a 50% decrease in production costs and supporting MegaPlants LLC's commitment to sustainability.

## PROJECTS

### Data Analytics / Marketing Projects | January 2025 -January 2025

- Customer Churn Analysis and Predictive Insights:** Built a predictive churn model using Python on 165K+ customer records (ROC-AUC: 81.9%) and developed a Tableau dashboard tracking churn patterns across 110K+ users, enabling stakeholders to monitor KPIs like churn rate (72%) and customer retention by geography and product.
- Cornell EMI Corning Case Competition (2024) :** Formulated a dual-pronged strategy to address VinFast's negative profit margins by implementing short-term inventory reduction strategies to decrease overstock by 25% and proposing long-term market expansion initiatives.
- SleepWave by Bose – Product Expansion & Market Strategy :** Developed a data-backed go-to-market strategy for a new Bose sleep tech product; conducted competitive and consumer analysis to position SleepWave as a premium offering, projecting \$450K in first-year revenue and targeting 5% market share in the \$2B U.S. sleep aid market.

## EDUCATION

MBA Candidate | Baruch College, Zicklin School of Business | 4.00

Bachelor of Engineering in Mechanical Engineering | The City College of New York | 3.83

## SKILLS

**Technical Skills:** Jira, Confluence, Azure DevOps, Asana, Notion, OKRs/KPIs, Agile/Scrum/Kanban, Wireframing, Roadmapping, Backlog Management, User Story Writing, Lucid Chart, Figma, Miro, Zendesk, Amplitude, Tableau, Adobe Analytics, SQL, NoSQL, Python.

**Soft Skills:** Strategic planning, problem-solving, data-driven decision-making, stakeholder communication, cross-functional collaboration, leadership, adaptability, project management, market research, analytical thinking.

