

AAYUSHI LNU

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Aspiring Product Manager with 3+ years in B2C/B2B SaaS, experienced in driving user-first innovation, defining product requirements, and delivering end-to-end solutions through cross-functional collaboration. Creative, data-driven, and eager to contribute and grow with your team.

Education

Harvard University, Extension School	USA
Master of Liberal Arts (ALM) in Management, GPA: 3.74/4	May 2025
Graduate Certificate in Marketing Management and Digital Strategy	May 2024
Indian Institute of Technology, Kharagpur	India
Integrated Master in Science (Bachelors + Masters), Economics	June 2019

Work Experiences

Cymed Inc.	July 2023 - February 2024
Marketing & Operations Manager (Japan)	
<ul style="list-style-type: none">Increased user retention by 20% by resolving payment issues and segmenting churn through onboarding flow analysis.Achieved 25% engagement growth by applying DAU/MAU and funnel analytics to identify and eliminate friction in user journeys.Improved delivery efficiency by 20% by leading distributor partnerships and streamlining logistics across five international markets.	
Co-Graph Inc.	January 2022 – December 2022
Product & Marketing Manager (Japan)	
<ul style="list-style-type: none">Boosted session time by 9% and DAU by 6% by designing personalized dashboards and optimizing onboarding flows.Increased landing page conversion by 11% and reduced churn by 5% through A/B testing and iterative performance analysis.Enhanced prioritization accuracy by 15% by creating weekly KPI dashboards for cross-functional strategy alignment.Accelerated project delivery by 20% by facilitating stand-ups and real-time collaboration across distributed teams.	
BEENOS Inc.	July 2021 - June 2022
Product & Marketing Manager (Japan)	
<ul style="list-style-type: none">Secured 12 pre-launch installations and 4% MoM growth by conducting user research to inform a successful Shopify app rollout.Increased user satisfaction by 30% by leading structured feedback loops and user workshops.Improved retention by 7% by applying cohort analysis and DAU/MAU tracking to guide product planning.Achieved a 20% ROI lift by managing OKRs and refining campaign strategy within agile sprint reviews.	
Exiii Inc.	May 2018 - July 2018
Marketing Internship (Japan)	
<ul style="list-style-type: none">Raised annual sales by 20% and added ¥8M in revenue by diagnosing and resolving early-stage XR hardware issues.Generated 25K new users and 30% more traffic by organizing international events and targeted outreach campaigns.Increased engagement by 25% by analyzing U.S. customer data in GA and deploying insights in marketing strategy.	

Certifications

Hubro Simulations	
Strategic Management Cases and Simulation Certificate of Completion	May 2025
Google	
Google Professional Project Management Certificate	October 2023
Google Analytics Certification	April 2024

Skills & Tools

- Product & UX: Roadmapping** · Feature Scoping · Sprint Planning · Wireframing · Prioritization Frameworks · UI/UX Feedback · User Journey Mapping
- User Research & Analysis:** User Interviews · A/B Testing · Funnel & Cohort Analysis · Surveys · DAU/MAU Tracking · Experiment Design · KPI Dashboards
- Tools & Technical Skills:** Tableau · MySQL (basic) · Python (basic) · Google Analytics · JIRA · Asana · Notion · Figma (basic) · Excel · G-Suite · Cursor AI · Agile/Scrum
- Collaboration & Communication:** Cross-functional Coordination · Go-to-Market Planning · Stakeholder Communication · Problem-Solving · Decision-Making · Technical Documentation