AAYUSHI LNU

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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

Indian Institute of Technology, Kharagpur   **India**
Integrated Master in Science (Bachelors + Masters), Economics   May 2019

WORK EXPERIENCES

Cymed Inc. - TeleHealth Services   July 2023 - February 2024
Marketing & Operations Manager (Japan)
• Boosted user retention by 20% by resolving payment friction and segmenting churn through onboarding flow analysis.
• Increased engagement by 25% by identifying funnel drop-offs via DAU/MAU and funnel metrics and streamlining user flows with engineering.
• Boosted delivery efficiency by 20% by optimizing logistics and renegotiating distributor terms across 5 markets.

Co-Graph Inc.- Mayai, AI Tele Operator   January 2022 – December 2022
Product & Marketing Manager (Japan)
• Increased DAU by 6% and session time by 9% by personalizing dashboards and simplifying the onboarding journey.
• Improved landing page CVR by 11% and cut churn by 5% through continuous A/B testing and performance tracking.
• Enhanced decision-making by 15% by building real-time KPI dashboards that aligned product and marketing priorities.
• Accelerated delivery by 20% by implementing Agile rituals and enabling seamless collaboration across remote teams.

BEENOS Inc. - Shopify Shipping App   July 2021 - June 2022
Product & Marketing Manager (Japan)
• Secured 12 pre-launch installations and 4% MoM growth by conducting user research to roll out the Shopify shipping app.
• Increased user satisfaction by 30% by leading structured feedback loops and user workshops to inform product updates.
• Boosted retention by 7% by cohort and behavioral analysis, guiding roadmap changes around high-LTV user behaviors.
• Lifted ROI by 20% by refining campaign strategy within agile sprints and aligning execution with quarterly OKRs.

PROJECTS

What To Do? – Travel Experience Planning Platform   July 2025
Product Management (Personal Project)
• Defined product vision and MVP to recommend travel experiences based on user location, dates, and preferences.
• Conducted user research and competitor analysis to identify planning gaps, shaping features like occasion-specific filters and radius-based local activity search.
• Created personas, user journeys, and wireframes in Figma; prioritized features using MoSCoW and a phased roadmap.
• Built and tested a functional website locally using Vibe Coding to simulate core experience and validate product logic.

PlanGenie – AI-Powered Event Planning App   May 2025
Product & Marketing (Harvard University)
• Identified a market gap and designed PlanGenie, a concept-stage AI platform simplifying event planning for Gen Z, Millennials, individuals, and SMBs.
• Defined MVP scope, user flows, and agile roadmap; collaborated with peers in design and engineering to simulate lean product development.
• Developed a multi-channel monetization strategy (subscriptions, ads, transaction fees) with a projected $6.3M profit by Year 3.
• Pitched the concept to potential investors as part of a course showcase, demonstrating market opportunity, GTM strategy, and financial viability.

CERTIFICATIONS

• **Hubro Simulations -** Strategic Management Cases and Simulation Certificate   May 2025
• **Google** Professional Project Management Certificate   October 2023
• **Google** Analytics Certification   April 2024

SKILLS & TOOLS

• **Tools & Technical Skills:** Tableau · MySQL (basic) · Python (basic) · Google Analytics · JIRA · Asana · Notion · Figma (basic) · Excel · G-Suite · Cursor AI · Agile/Scrum
• **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
• **Collaboration & Communication:** Cross-functional Coordination · Go-to-Market Planning · Stakeholder Communication · Problem-Solving · Decision-Making · PRD