AAYUSHI LNU

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Aspiring Product Manager with 3 years in B2C/B2B SaaS product & marketing, 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)
• 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)
• 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)
• 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.

PROJECTS

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 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

• **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