

Aditi Parvati

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EDUCATION

Dartmouth College <i>Master's Degree, Engineering Management</i> <i>Coursework: Marketing, Product Management, Operations Management, Strategy, Technology Assessment, Negotiations</i>	Dec 2026 <i>Hanover, NH</i>
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Dayananda Sagar College of Engineering <i>Bachelor of Engineering, Electronics and Communication Engineering</i>	Jun 2024 <i>Bengaluru, India</i>
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WORK EXPERIENCE

Apsona Inc. (B2B SaaS) <i>Associate Product Manager</i>	Sep 2024 - Aug 2025 <i>Bengaluru, India</i>
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- Led customer-facing product expansion by **owning the Grids product** and **shipping 25+ features** from concept to live deployment
- **Drove \$6M in ARR growth** by redesigning Salesforce-based quote-to-cash workflows in response to new bundled pricing.
- **Reduced invoice processing and creation time by 80%** through end-to-end workflow automation across sales, billing, and finance
- **Increased AppExchange inbound leads by 60%** through algorithm-driven listing optimization
- Led ACH payments implementation, **cutting manual case handling by 30%** and improving experience for 1,800+ customers
- Built KPI dashboards from scratch to enable proactive risk tracking, improving renewals team accountability and retention forecasting
- **Resolved 75% of support cases without escalation** by launching an AI-powered knowledge base, saving 20+ hours/week

Kinara Capital (Fintech) <i>Product Development Intern</i>	May 2024 - Jul 2024 <i>Bengaluru, India</i>
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- **Cut CRM costs by 80%** through vendor cost analysis and market research across **10+ open-source CRM platforms**
- **Drove development of a revamped Loan Management System** by coordinating cross-functional teams which led to faster loan processing time.

The Media Ant (Marketing & Advertising) <i>Product Manager Intern</i>	Feb 2024 - May 2024 <i>Bengaluru, India</i>
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- **Accelerated time-to-market by ~25%** for features driving **\$2.2M ARR** by prioritizing 85+ features using the RICE framework
- **Reduced manual campaign setup effort by 70%** by translating stakeholder pain points into UX wireframes and authoring 75+ execution-ready user stories
- **Diagnosed a ~33% post-add-to-cart drop-off** using Google Analytics and Microsoft Clarity, then implemented A/B-tested UX improvements that increased conversion rates across the funnel

BlackBerry India Pvt. Ltd. <i>Backend Developer Intern</i>	Jul 2023 - Aug 2023 <i>Bengaluru, India</i>
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- Developed a proof-of-concept and designed an MVP for passwordless authentication using secure REST APIs; presented to BlackBerry's Cloud Security team to inform future product direction

PROJECTS

Enterprise AI Visibility Strategy - Fortune 500 Financial Services <i>Project Manager</i>	Sept 2025 - Nov 2025 <i>New York, New York</i>
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- **Influenced \$800K AI marketing technology investment for Capital One**, by leading strategic assessment of 10+ AI/LLM marketing platforms to combat declining traditional search visibility.

AI Guided Echocardiography <i>Team Lead</i>	Aug 2022 - Mar 2024 <i>Bengaluru, India</i>
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- Led a cross-functional team of engineers from 3 departments to design an AI-guided ultrasound solution addressing sonographer shortage in rural India; secured provisional patent and achieved 'Most Innovative Project' at a national conference.

SKILLS

- **PM Skills:** Stakeholder Communication, Agile and Scrum Methodologies, Data Analytics, Pricing Strategy, Project Management, Product Management, Market Research, Wireframing, UI/UX Design, Go-to-Market (GTM), New Product Development
- **Tools and Technical Skills:** Tableau, SQL, Salesforce, Figma, Jira, Google Analytics 4, Microsoft Clarity, n8n, claude code, Replit

LEADERSHIP ACTIVITIES

Co-founder - Wonga Finance: Promoted financial literacy among 500+ college students by building an educational community and coordinating 130+ sessions and webinars with guest speakers educating students on investments and passive income strategies