

Aditi Parvati

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EDUCATION

Dartmouth College

Master's Degree, Engineering Management

Coursework: Marketing, Product Management, Operations Management, Strategy, Technology Assessment, Negotiations

Dec 2026

Hanover, NH

Dayananda Sagar College of Engineering

Bachelor of Engineering, Electronics and Communication Engineering

Jun 2024

Bengaluru, India

WORK EXPERIENCE

Apsona Inc. (B2B SaaS)

Associate Product Manager

Sep 2024 - Aug 2025

Bengaluru, India

- 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)

Product Development Intern

May 2024 - Jul 2024

Bengaluru, India

- **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)

Product Manager Intern

Feb 2024 - May 2024

Bengaluru, India

- **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.

Backend Developer Intern

Jul 2023 - Aug 2023

Bengaluru, India

- 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

Project Manager

Sept 2025 - Nov 2025

New York, New York

- **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

Team Lead

Aug 2022 - Mar 2024

Bengaluru, India

- 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