

ADITYA HANCHINAL

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EDUCATION

UNIVERSITY OF TEXAS AT DALLAS

Dallas, USA

Master of Science | Information Technology & Management (STEM)

2023 - 2025

- **Awards:** Dean's Excellence Scholarship, awarded to incoming graduate students for outstanding academic excellence; Scholar with Recognition, for achieving a final GPA between 3.799 and 3.500
- **Activities:** Teaching Assistant for Technology & New Product Development course, Student Leadership Council
- **Certifications:** Project Management Professional (PMP), Certified Scrum Master (CSM), Graduate Certificate in Healthcare IT

UNIVERSITY OF MUMBAI

Mumbai, India

Bachelor of Engineering | Electronics Engineering

2012 - 2016

- **Activities:** Commentator at University Cricket Stadium, University Radio Station (Head, Outreach), Student Union Council

EXPERIENCE

COMMUNITY DREAMS FOUNDATION

Remote, USA

Program Manager, Software Development

Jul 2025 – Present

- Launched a unified portal that streamlines volunteer and admin collaboration by centralizing task management, project tracking, discussions, and organizational workflows, reducing manual dependency and improving productivity by 60%
- Leveraged Lovable and Supabase to simplify core backend processes, enhancing build efficiency and speeding up deployment cycles

AMIT TRIVEDI STUDIOS

Mumbai, India

Chief of Staff | Product Manager

Feb 2019 - Jul 2022

Amit Trivedi is a National Award-winning film music composer in Bollywood. Part of a nascent team that built his independent music label AT Azaad, producing content achieving over 205M views on YouTube and over 160M audio streams across platforms

- Implemented "micro-sprints" to enhance agility in a highly creative, multi-project environment by removing frequent bottlenecks such as delayed feedback and more in 15+ simultaneous projects, delivering a 70% increase in daily productivity
- Analyzed user behavior via Google Analytics following a 40% dip in viewership, and modified content strategy to implement shorter "intro video", regaining previous audience levels
- Collaborated cross-functionally with distribution and marketing teams to review consumer trends and design marketing strategies, resulting in a 45% increase in social media followers per quarter
- Built a 1.5-year strategic release roadmap for 5 music albums budgeted at \$1M: designed production strategies by conducting focus groups and understanding consumer sentiment, achieving 9M views in week 1 of debut release
- Improved financial oversight within 3 months of joining by renegotiating contracts for 2 projects to deliver 15% under budget

TARSAME MITTAL TALENT MANAGEMENT

Mumbai, India

Associate Manager

Jun 2018 - Feb 2019

TMTM manages 23 celebrity singers and composers in Bollywood including Arijit Singh and Amit Trivedi, with a \$10M+ annual revenue

- Drove brand positioning and growth efforts for 3 talents with targeted digital marketing to increase bookings in Tier 3 cities by 12%
- Streamlined co-ordination between sales, servicing, marketing, and production teams by initiating company-wide use of JIRA

GETSETGIG

Mumbai, India

Co-Founder | Product Lead

Jan 2015 - May 2018

Built an online marketplace to match amateur performing artists with clients, to improve booking transparency and pricing clarity

- Scaled the business as a two-person team to 500+ events and \$500,000+ lifetime revenue by implementing a 24-hour turnaround time system and staying cash flow positive from day 1
- Enabled 2000+ musicians by building an online portfolio consisting of their videos, audios, images, and bio, thus streamlining the recommendation process and reducing communication loops
- Conducted product market-fit enhancements by prioritizing features that reduced friction like availability and automated scheduling, to improve booking experience and efficiency
- Negotiated B2B contracts for recurring events with corporates, restaurants, and shopping malls to introduce alternative modes of income, resulting in a 60% increase in monthly revenue
- Orchestrated 14 live events across 4 cities in 1 day by partnering with multi-city venues and corporations, aligning with growth strategies to capture a share of the \$12M live entertainment market

ADDITIONAL INFORMATION

- **Technology Skills & Tools:** Tableau, Figma, JIRA, Amplitude, SQL, Snowflake, Data Analytics Certification (Coursera)
- **Community Service:** Volunteer at North Texas Food Bank (Dallas), Volunteer at Anand Ashram (Senior Living Center in Mumbai)
- **Interests:** Karate (graduated with Black Step Belt after practicing for 10 years); Swimming; Reading; Music Production; Cooking