

Aran Ansari

Product Manager



Contact Info

amgansari@gmail.com

[linkedin.com/in/aransansari](https://www.linkedin.com/in/aransansari)

+781-888-4057

EXPERIENCE

Mainvest

Seed-stage Alternative Investment Marketplace enabling Small Businesses to raise capital from retail investors, offering a share of their future revenue in return.

Product Manager

January 2021 – Present

- Managed the lean product development cycle of the 20 person company, responsible for navigating the roadmap, balancing priorities in a two-sided marketplace, redesigning 90% of front-facing screens, and scaling the core product from **2k to 75k users**.
- Led a number of strategic, cross-functional initiatives to increase LTV, developing and announcing on-platform “wallets” and pushing a feature to allow users to re-invest their returns, supercharging revenue from repeat users by **3X**.
- Launched no code solutions in Notion and Excel to test MVPs internally, including an automated template generator and an investment underwriting model, which both now serve **2,000+ SMB owners**.
- Conducted UX interviews every product cycle to test new design specs and understand user habits, and deployed monthly product surveys to top 1-5% most active investors on the platform and translating their problems into brief PRDs.
- Designed an investor onboarding flow that collected preference data upon sign up and informed recommendation emails, averaging open rates of **54% - 20%** above the mean.
- Optimized the discovery UX with the implementation of curated investment opportunities based on location, industry, and investment round size, slashing exit & bounce rates by **50%**.

Growth Strategy Associate

July 2019 – January 2021

- Onboarded over **350** entrepreneurs to the platform, reviewing business plans, underwriting terms, and organizing documents for their SEC filing.
- Drafted quarterly reports on the Regulation Crowdfunding industry's market size, cap, and growth – uncovering our own efficiencies in volume, as well as deficiencies in pricing and deal size.
- Streamlined the business application process by automating the document generation and signature process, disassembling the arcane SEC filing requirements and translating it into a simple, 12-step flow, reducing the time-to-launch by **35%**.
- Directed **200+** businesses as they repay over **10,000** investors quarterly through SQL data management and email/text automation.

Cambridge Local First

Small Business support and advocacy organization

Advisory Board, Finance

July 2022 – Present

- Advise the organization on financial matters and fundraising opportunities.
- Directly support SMB clients with problems including access to capital, real estate negotiations, and financial planning.

EDUCATION

Isenberg School of Business, UMass Amherst

Bachelor of Business Administration, Finance

3.8 GPA - Minors in Information Technology & Economics

2015 – 2019, Amherst, MA

CERTIFICATES & PROJECTS

freeCodeCamp

Responsive Web Design, JavaScript Algorithms and Data structures

Gentrification Maps

Built an interactive map of NYC's neighborhoods displaying toggleable metrics associated with gentrification.

WFA Directory (WIP) - wfadirectory.com

Coding a website from scratch to host a directory of the best places to work remotely in the Greater Boston Area.