Harsh Vora

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Education

Duke University, United States - Master of Engineering Management (GPA: 3.83/4.0)   **Aug 2023 – Dec 2024**
Relevant Coursework: Digital Transformation, Product Management, Design Thinking and Innovation, Competitive Strategies

VIT University, India - Bachelor of Technology in Computer Science Engineering (GPA: 3.7/4.0)   **Jul 2017 – Jun 2021**
Relevant Coursework: Lean Startup Management, Economics, Software Engineering, Blockchain Fundamentals, Project Management

Skills & Certifications

Core Skills: Product Strategy, Product Roadmap, Product Launch, go-to-market, A/B Testing, Wireframing, Agile Methodologies, Technical Design, Market Analysis, Customer Journey Mapping, SEO, User Research, User-Centric Design, Backlog Management, User Testing, OKR/KPI Management, Business Case Development, Marketing Management, Product Marketing, Marketing Campaigns

Technical Skills: API Integration, User Experience Design (UI/UX), JIRA, Mixpanel, Tableau, Power BI, SQL, Figma, HTML, CSS, JavaScript, AWS, Azure, Scrum, Kanban, HubSpot CRM, Salesforce, Mailchimp, SAP, Slack, Excel, Artificial Intelligence, Python

Soft Skills: Stakeholder Management, Cross-functional Collaboration, Problem-Solving, Data-Driven Decision Making

Certifications: Fuqua I&E, IBM Design Thinking Practitioner, Scrum Fundamentals, Aha! Product Management Professional

Professional Experience

Kurated.ai – Product Marketing Intern   **Jun 2024 – Present**
- Integrated ChatGPT-4 API into Story Bank AI tool, driving a 28% increase in customer engagement, through optimized Natural Language Processing (NLP) algorithms and context-aware prompt design
- Orchestrated dev, design, and marketing teams in targeted A/B testing, achieving a 26% rise in DAUs and a 15-point NPS increase
- Achieved 25% adoption among 1,500 beta users in 4 sprint cycles by executing a GTM strategy with rapid feature prioritization
- Penetrated the market segment of newly graduated jobseekers, capturing 18% market share, by launching 3 features based on user needs and optimizing the conversion funnel
- Optimized email campaigns, reducing execution time by 22% and improving lead quality, through automated Mailjet workflows

LastRocketHome – Student Product Manager   **Aug 2023 – Nov 2023**
- Spearheaded a SaaS pivot in an $850M industry, driving an 18% increase in customer acquisition through growth strategies and full product lifecycle management
- Crafted compelling value proposition, driving 65% positive feedback from beta users and 20% conversion to paid subscriptions by integrating feedback loops and iterative MVP refinement
- Instituted product relevance by developing 3 key features to solve 5 critical pain points identified from 60 stakeholder interviews

Deloitte – Analyst   **Jul 2021 – Apr 2023**
- Led end-to-end product development of a B2B inventory management tool, boosting key performance indicators (KPIs) like system efficiency by 32%, through human-centered design and rapid prototyping
- Transformed user interfaces by designing detailed Figma wireframes, improving engagement and accessibility UX metrics by 36%
- Engineered cloud migration, cutting downtime by 25% and by collaborating with cross-functional teams to frame contingency plans
- Created strategic PRDs, reducing development time by 20% and improving feature alignment with customer needs
- Enhanced product quality by troubleshooting errors, achieving a 70% bug resolution with root cause analysis and agile retrospectives

Cycloan – Founder   **Oct 2019 – Mar 2020**
- Launched an innovative e-bike lending startup, growing member base by 30% and reducing average commute time by 7 minutes
- Boosted user adoption by 21% by developing an MVP with 60% campus coverage, directly addressing campus commute challenges
- Achieved break-even at 80 rentals/day with a 65% profit margin through in-depth financial analysis and strategic planning

Projects

Duke Advanced Degree Consulting Club – Consultant   **Jan 2024 – Apr 2024**
- Drove a 15% market penetration increase by building a data-backed launch strategy through market research and competitive analysis
- Revamped product-market fit, boosting customer satisfaction by 18% and reducing return rates through material quality enhancement

MyCaptain – Product Marketing Intern   **Jun 2020 – Aug 2020**
- Increased sales by 28% by implementing digital marketing strategies leveraging Sentiment Analysis Machine Learning algorithms
- Boosted user retention by 21% by rolling out a tiered loyalty program with gamification as a unique selling proposition (USP)