

Product Manager, Entrepreneur, and
Tech Enthusiast

Experienced in leading cross-functional teams to design, develop, and launch products and services using a customer focused and data driven approach.

experience

2018-Present **LAMARK MEDIA, Austin, TX - Full-scale marketing agency**

Product Manager

Established a product analytics department to enable the company to have a data-driven marketing strategy; led integration between two companies, cultures, and technologies to ensure business continuity.

- **Product Launch:** Architected a full-stack data platform in Tableau that enabled servicing 100+ dashboards with 95% uptime; delivered holistic insights to optimize ad accounts and product strategy
- **Project Management:** Prioritized backlog into agile sprints across sales, analytics, and marketing teams; standardized processes and developed a CRM to build a data pipeline across the company
- **M&A Integration:** Audited IT infrastructure to determine synergies and paths of consolidation; identified business requirements with key stakeholders and presented a 12-month plan which drove \$36k in yearly savings

SOCIALWITHIN, Austin, TX - Performance marketing agency focused on e-commerce brands

Product Manager

Recruited by CEO to lead and build an ad-tech platform featuring a rule-based algorithm to automate marketing functions; pitched and built a conversion rate optimization (CRO) product to diversify service offerings.

- **Product Strategy:** Devised product roadmap and secured a budget for the ad-tech platform; hired and managed a team of 4 engineers to ship the web application; defined metrics and KPIs to measure success
- **Customer Experience Mapping:** Identified customer needs through user interviews to establish product-market fit; implemented tradeoffs and enhancements to increase platform adoption by 50%
- **CRO Campaigns:** Led cross-functional teams to deliver 10 e-commerce ad destinations which increased purchase rate by 25%; developed an optimization program using a/b testing and heat-mapping data
- **Product Monetization:** Defined and iterated a pricing model, designed collateral for pitches, and fostered client relationships, which drove 10% of company revenue in 6 months

2015-2018 **AT&T, Dallas, TX - Technology Development**

Software Engineer

Developed an education platform to train employees allowing them to pivot and advance their career paths.

- **Feature Deployment:** Built a web app in JavaScript with custom REST APIs and deployed features to support 50K MAU. Implemented mobile-first and intuitive UI/UX techniques which increased customer engagement by 20%.
- **Design Thinking:** Developed a functional MVP to demo design thinking principles, which allowed 20K DirectTV customers to enroll in paid programming. Drove workforce transformation initiatives to take a human-centered approach to solve problems.

2015-Present **LAROSH GRILL, Houston, TX - Traditional casual dining restaurant**

Founder

Launched a restaurant that offers authentic South Asian cuisine to the local community; focused on brand positioning, strategic partnerships, customer experience, and digital innovation to run and scale a profitable business.

- **Go-to-Market Strategy:** Developed go-to-market strategies based on competitor analysis and consumer research; incorporated digital ordering and payment system to minimize food prep times by 20% and order mistakes by 50%
- **Brand Positioning:** Created brand identity and messaging for the restaurant to boost consumer awareness leading to servicing 250k customers; formulated strategic partnerships with delivery platforms to introduce the brand into new markets, resulting in a 40% revenue increase in 2 years

technical, language proficiency, and personal

Technical skills: Java, SQL, JavaScript, React, Python, REST API, Tableau, GBQ, Shopify, Webflow, Google Optimize

Language proficiency: Native Urdu and Hindi speaker, conversant in Spanish

Personal interests: Avid basketball fan - Houston Rockets, traveling - 40 countries before 40, hiking and camping, yoga

education

THE UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX

Bachelor of Science in Electrical and Computer Engineering

Minor: McCombs Business Foundations Program