

Kushay Kejriwal

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EXPERIENCE

Insurify Inc.

Lead Business Analyst

Boston, MA

June 2024 - Present

- **Launched and led** Insurify's multichannel affiliate marketing program, generating **\$2M+** in monthly recurring revenue.
 - Onboarded 10+ partners, managing the entire lifecycle – identification, outreach, contract negotiation, systems integration and launch.
 - Established operational infrastructure, including click & conversion tracking, payment solutions, data transfer and compliance systems.
 - Led a cross-functional team of 3+, developed partner onboarding and success playbooks, and trained an analyst to manage daily operations.
- **Launched and led** Insurify's social media marketing program, generating **\$500k+** in monthly recurring revenue.
 - Managed two creative agencies of 10+ people liaising with brand and design leadership to produce 100+ creatives monthly.
 - Shaped Insurify's brand tone and archetype, reaching 5M+ monthly unique users across the company's ideal customer profile (ICP).
 - Led A/B testing of user journey leading to > 30% increase in conversions by shortening purchase funnel and adding CTAs/exit-intent pop ups to each step.
 - Led development of a real-time omnichannel postback system and 5+ high-impact custom conversion triggers to improve attribution (Meta Event Match Score - 9.1/10) and revenue signals.
- **Re-negotiated** 5+ contracts with ad exchanges and media partners, driving **\$300k+** in monthly cost savings by reducing transaction fees and **launching** 3+ direct integrations that replace reliance on third-party ad exchanges.

Business Analyst

August 2022 - June 2024

- **Led** development and adoption of Real Time Bidding (RTB) for Insurify's largest marketing channel leading to > **2X** revenue growth.
- **Founding member** of cross-functional RTB team of 15+ people across engineering, analytics, data science, product, and marketing.
- **Managed** Insurify's programmatic ad buying, accounting for **30% of Insurify's P&L**.
 - Drove > 50% monthly revenue growth by optimizing Python native bidding models, building insightful SQL dashboards, developing new ETL pipelines and publisher exploration playbooks.
- **Generated \$300k+** monthly recurring revenue by onboarding and **leading** systems integration with a new media partner.
- **Mentored** two team members to takeover day-to-day management of programmatic ad buying and RTB.

PROJECTS

[Kushay.co](#) | *HTML, CSS, JavaScript, Git*

Jan 2025 – Present

- * Built a personal website to compile movies, books, writing, photography, and work.
- * Integrated Google Sheets API as a lightweight CMS to power content updates, and capture recommendations.

[Team Pulse](#) | *Python, OpenAI API, Asana/Jira API, Git*

Apr 2024

- * Built a CLI chatbot to help Insurify staff identify the right point of contact for their queries.
- * 1/4 successful projects demoed in front of the entire company of 200+ people at Insurify's inaugural AI hackathon.

EDUCATION

University of California - Los Angeles

Los Angeles, CA

BSc. in Mathematics/Economics, Specialization in Computing

2018 – 2022

Second Major – BSc. in Statistics

SKILLS

Languages

Python, C++, SQL, JavaScript, HTML/CSS, R

Data Engineering

DBT, Airbyte, Stitch, Amazon S3, Amazon Redshift, Hightouch

Analytics

Tableau, Mode, Mixpanel, Hex, Google Analytics, Tableplus

Developer Tools

Git/Github, VS Code, Cursor, Postman, Figma, Airflow

Partner Management

Everflow, Hubspot

Collaboration

Notion, Asana, Google Suite, Calendly, Docusign, Loom