

# KUSHAY KEJRIWAL

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## EDUCATION

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### University of California - Los Angeles

BSc. in Mathematics/Economics, Specialization in Computing  
Second Major – BSc. in Statistics

Los Angeles, CA

2018 – 2022

## EXPERIENCE

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### Classi

(Remote) New York City, NY

Founding Team - Head of Growth

Jul 2025 - Sep 2025

- **Owned GTM** and sales ops for an early-stage AI edtech that grades handwritten assignments in seconds; set ICP and a pilot → annual subscription motion to validate product-market fit.
- **Built outbound engine:** identification → enrichment → automated outreach and follow-ups; generated **20+** demo requests.
- Managed teacher onboarding, and customer success; closed **4 pilots** and converted **1** to a yearly subscription.

### Insurify Inc.

Boston, MA

Lead Business Analyst - New Initiatives

Jun 2024 - Aug 2025

- **Launched and led** multichannel affiliate marketing program, generating **\$2M+** in monthly recurring revenue.
  - Onboarded 10+ media 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 4 people, developed partner onboarding and success playbooks, and trained analysts to manage daily operations.
- **Launched and led** social media marketing program, generating **\$750k+** in monthly recurring revenue.
  - Managed two creative agencies of 10+ people liaising with internal brand leadership to produce 100+ creatives monthly.
  - Developed advanced campaign strategies alongside expert media buyers by layering lookalike audiences, geo targeting, attribute targeting, retargeting, cost cap, tROAS, and custom conversions.
  - Led product teams for A/B testing of user journey leading to +30% increase in conversions by shortening purchase funnel and adding CTAs/value props.
  - Led engineering teams for development of a real-time omnichannel postback system and 5+ high-impact custom conversion triggers to improve attribution and revenue signals.
- **Re-negotiated** 5+ contracts with ad exchanges and media partners, driving **\$300k+** in monthly cost savings by reducing transaction fees and replacing ad exchanges with 3+ direct integrations.

Business Analyst - Display Advertising

Aug 2022 - Jun 2024

- **Managed** Insurify's Display ad buying, accounting for **30% of Insurify's P&L**.
  - Drove > 25% monthly revenue growth by optimizing Python native bidding models, building SQL dashboards, developing ETL pipelines and partner exploration playbooks.
- **Led** development and adoption of Real Time Bidding (RTB) contributing to > **2X** revenue growth.
- **Founding member** of cross-functional RTB team of 15+ people across engineering, analytics, data science, product, and marketing.
- **Generated \$300k+** monthly revenue by onboarding and **leading** systems integration with a new media partner.
- **Trained** two team members to takeover day-to-day management of display ad buying and RTB.

## PROJECTS

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

Jan 2025 – Present

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

Apr 2024

\* 1/4 successful projects demoed to 200+ people at Insurify's inaugural AI hackathon.

## SKILLS

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**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.

**Sales:** Sales Navigator, Hubspot, Hunter, Clay.