Kushay Kejriwal

📞 (+1) 310-340-5189 | ✉ kushayk@gmail.com | in kushaykejriwal

EXPERIENCE

Insurify Inc.   Boston, MA
Lead Business Analyst   *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 4 people, developed partner onboarding and success playbooks, and trained analysts 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.
  – Helped shape 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/value props.
  – Developed advanced campaign strategies layering lookalike audiences, geo targeting, attribute targeting, retargeting, cost cap, tROAS, and custom conversions.
  – 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 replacing ad exchanges with 3+ direct integrations.

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 $> 25\%$ 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 lighweight 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