Prasoon Kumar

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SUMMARY

AI Analyst with 4+ years of experience blending customer success, analytics, and product enablement in fast-paced, **AI-driven environments**. Skilled at driving adoption of **GenAI** products, building high-impact feedback loops between customers and engineering teams, and translating real user behavior into roadmap-aligned insights. Background in advertising analytics, **SQL, Python**, and customer workflows, with a strong focus on storytelling and platform integration that maximizes **customer ROI and engagement.**

EXPERIENCE

AI Adoption & Product Success Intern — *Sprouts AI*
Oct 2023 – Mar 2024

- Led customer-facing onboarding for an AI-powered ad copy generation tool; worked closely with clients to embed platform features into their daily ad ops workflows.
- Conducted weekly engagement reviews, highlighting activation drop-off points and recommending changes to LLM-driven UX that increased usage by 22%.
- Delivered actionable feedback to product and AI teams, helping prioritize development of features like auto-summary exports and ad performance scoring.
- Served as a translator between non-technical users and technical engineers, clarifying user behavior patterns with context and KPIs.

Analytics Automation — *Automation Anywhere*
Mar 2024 – Sep 2024

- Partnered with enterprise customers to identify repeatable analytics processes and integrated LLMs for summarization, boosting reporting adoption among media teams.
- Used SQL to validate data sources and troubleshoot platform performance issues, reducing friction for non-technical ad operators.
- Built scalable documentation and helped define success metrics for GenAI utilization by content marketing and performance teams.

Graduate Research Assistant — Analytics & Vision AI — *University of Texas at San Antonio*
Aug 2021 – Oct 2023

- Worked with cross-functional research teams and non-AI stakeholders to prioritize and prototype computer vision analytics tools used in behavioral analysis.
- Designed interfaces to surface KPIs from object recognition models in dashboards used by multiple research stakeholders.

EDUCATION

MS in Computer Science
University of Texas at San Antonio — *May 2023* | GPA: 3.8/4.0

B.Tech in Computer Science
Institute of Engineering and Management, Kolkata — *May 2021* | GPA: 8.6/10

TECHNICAL SKILLS

- **Customer Engagement & Success**: Platform onboarding, usage analytics, product training, customer enablement
- **Tools & Platforms:** SQL, Python, Tableau (basic), Notion, Amplitude, Jira, HubSpot
- **AI/Analytics:** GenAI onboarding, prompt tuning feedback, feature requests based on real-world data, attribution modeling awareness
- **Ad Tech Domain Knowledge:** Creative automation, audience targeting, analytics workflows, performance scoring, ad copy summarization
- **Cross-Functional Communication:** Worked across AI teams, Product Management, Engineering, and Customer Ops
- **Soft Skills**: Strategic storytelling, process design, user behavior analysis, workshop facilitation, documentation excellence

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CERTIFICATIONS

- **Prompt Engineering for Developers – DeepLearning.AI**