

Mridula Ganesan

Durham, NC (Open to Relocate) | mridulag1804@gmail.com | 9196724355 | linkedin.com/in/mridula1804 | Portfolio

EDUCATION

Duke University | *Masters in Engineering Management* | **CGPA: 3.75/4.0** Aug 2024 - Dec 2025
Coursework: Project Management, Product Management, Marketing, Designing customer experience, Managing AI in Business

SASTRA Deemed University | *B.Tech Biotechnology* | **CGPA: 3.77/4.0** Aug 2019 - May 2023
Coursework: Product Design & Development

WORK EXPERIENCE

Product Manager Intern, ECSite Inc – San Jose, CA May 2025 - Aug 2025

- Achieved 3x pipeline growth and reduced sales cycle by 20% by leading the end-to-end launch of an enterprise IT network monitoring SaaS tool, including UAT iterations and sales enablement assets like battlecards and scorecards.
- Accelerated core feature adoption by 30% by leading AI feature scoping and PRD development, aligning engineering on feasibility, and partnering with the CEO and Head of Product Marketing to shape roadmap and pricing strategy.
- Delivered 15% user growth and \$350K in new ARR within three months by tracking launch KPIs and adoption metrics with Marketing, refining GTM strategies through data-driven insights.

Student Product Marketing Consultant, Uro1Medical – USA Aug 2024 - Dec 2025

- Designed a marketing strategy projecting a 28-month break-even on a \$140K investment, applying tiered pricing models, targeted outreach, and customer acquisition initiatives to drive Uro1Medical's profitability and market growth.
- Produced 3 reports, 2 case studies, and 1 white paper, developing marketing content that positioned Uro1Medical as a trusted innovator in urological care, emphasizing its advanced and patient-centered solutions.

Strategy Analyst, The Math Company – India May 2023 - May 2024

- Launched an AI-enabled feature on time and within scope by aligning engineering sprints with stakeholder priorities, incorporating continuous UX feedback, and driving a 20% lift in user satisfaction.
- Prioritized enhancements for a retail media pricing platform by assessing business impact, client feedback, and technical feasibility, leading AI/ML integration that reduced processing time by 20% and improved adoption.
- Orchestrated cross-functional collaboration across Engineering, Marketing, and Sales, applying agile methods to refine features and delivering pitch decks that supported leadership's go-to-market decisions.

Marketing Associate, WOL3D(South Office) – India Jan 2022 - May 2023

- Engaged with 50+ distributors and early adopters to gather feedback on product demos and campaigns, refining positioning and messaging that drove a 15% increase in local adoption of 3D printing products.
- Partnered with sales and demand generation on 5+ campaigns to align product messaging with strategy, delivering consistent narratives that contributed to a 20% uplift in qualified pipeline.

PROJECTS

AI-Powered Peer Feedback Agent | RAG Architecture, Gemini API

- Built a RAG-based AI agent using Gemini API to analyze peer feedback from 100+ students, generate summaries, and auto-email reports. Cut manual processing time from 4 hours to 30 minutes per cycle; adopted by 20+ Duke TAs.

Daily Competitive Intel Agent | n8n, RSS Feeds, Slack API

- Built an AI-enabled workflow to track competitor launches, industry trends, and market signals across 10+ sources. Generated daily Slack briefs with actionable insights that informed battlecard updates, positioning reviews, and pipeline strategy. Helped PMMs shift from reactive tracking to proactive GTM planning.

LEADERSHIP EXPERIENCE

- Campus Ambassador, Comet by Perplexity:** Accelerated user adoption by referring peers to Comet via personalized tracking campaigns and educating 50+ students on Perplexity's capabilities through social media content, live demos, and events.
- Teaching Assistant, Designing Customer Experience:** Provided technical support, coding assistance, and constructive feedback for the Designing Customer Experience course, supporting 300+ students.

SKILLS

Technical: Python, SQL, SAP Analytics, Kanban, Hubspot, Waterfall, Asana, Trello, G-Suite, Salesforce, Monday.com, ServiceNow, Looker, Tableau, Atlassian (Confluence, JIRA), Microsoft Office (Power BI, Excel, Word, PowerPoint, SharePoint).

Design Skills: Lead generation, A/B Testing, email marketing automation, campaign management, SEO, PPC and Advertising.