

Mridula Ganesan

San Francisco, USA | 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: Managing AI in Business, Project Management, Marketing, Designing customer experience, Product Management
- 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.
 - Led AI feature scoping by aligning engineering on feasibility and authoring PRDs; partnered with CEO and Head of Product to define roadmap & pricing strategy, accelerating adoption of core features by 30%.
 - Built an AI agent using RAG to reduce triage time by 50%, enabling faster resolution via past tickets, logs, and internal docs.
- Student Product Consultant**, Uro1Medical – USA Aug 2024 - Dec 2025
- Transformed insights from 50+ clinical interviews into a prioritized MVP roadmap, using A/B testing and RICE to guide feature development, drive product differentiation, and support user adoption strategy.
 - Leveraged Salesforce and JIRA insights to define use cases and personas, building a data-driven GTM forecast that secured 15% more funding through targeted growth messaging.
- Strategy Analyst**, The Math Company – India May 2023 - May 2024
- Delivered a strategic AI-enabled feature project that improved user satisfaction by 20% by integrating market trend insights and continuous UX feedback into execution.
 - Spearheaded enhancements for a retail media pricing platform by preparing technical documentations, conducting client demos, and embedding AI/ML to streamline banner pricing and reduce processing time by 20%.
 - Orchestrated cross-functional collaboration (Engineering, Marketing and Sales) using agile methods to refine AI solutions, align messaging with user needs, support seamless iterations, and deliver data-backed pitch decks informing key strategy decisions.
- Data Analyst Intern**, The Math Company – India Jan 2023 - May 2023
- Built end-to-end analytics solutions for a pharmaceutical client using Tableau dashboards, Python/SQL pipelines, and XGBoost models, applying Adobe Analytics-style tracking to boost UX by 15%.
- Program Manager Intern (Product Growth)**, WOL3D(South Office) – India Jan 2022 - Jan 2023
- Drove 40% increase in internal tool engagement across 5+ business units by leading GTM strategy, building KPI dashboards, and partnering with sales and ops to deliver onboarding and demo experiences.
 - Shipped 3 high-impact features 2 weeks ahead of schedule, improving task completion time by 20%, by coordinating async decision-making across engineering and leadership to minimize turnaround delays.

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 personalized summaries, and auto-email reports. Cut manual processing time from 4 hours to 30 minutes per cycle; adopted by 20+ Duke TAs to streamline course evaluations.

LEADERSHIP EXPERIENCE

- Founder, Duke Society of Product Consultants (DSPC) Chapter:** Directed 5 industry networking events connecting 500+ graduate students, coordinating with professionals to ensure seamless execution and planning expansion to undergraduates.
- Teaching Assistant, Designing Customer Experience:** Provided technical support, coding assistance, and constructive feedback for the Designing Customer Experience course, supporting 300+ students.
- Community Author, Contentstack:** Published expert piece on headless CMS, advancing knowledge for a global tech audience.

SKILLS

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

Design Skills: Figma, Adobe Analytics, Canva, Lucid Charts, Miro, User Experience.