

Abhishek Nagaraja

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Product & Growth Professional specializing in GTM Strategy, Community Building, and Technical Product Marketing. Expert in orchestrating two-sided marketplace launches and bridging the gap between engineering innovation and commercial adoption. Proven ability to drive user acquisition, optimize revenue operations, and build thriving technical communities.

Education

University of Texas at Arlington

Master of Science in Computer Science

- Master of Science in Engineering Management

Arlington, Texas, USA

Aug 2023 - May 2024

May 2024 - Current

Jawaharlal Nehru Technological University

Bachelor of Technology in Computer Science and Engineering

Hyderabad, India

Aug 2019 - July 2023

Work Experience

**Program Manager Intern, University of Texas at Arlington
Texas, USA**

October 2023 - October 2025

- Orchestrated the Go-to-Market (GTM) strategy for 'MavMarket', scaling a two-sided marketplace to 5,000+ attendees and 200+ vendors, by identifying key user personas and executing a multi-channel acquisition campaign.
- Generated \$120,000 in collective revenue through data-driven vendor recruitment and strategic pricing optimization, analyzing historical transaction data to identify high-value segments and maximize vendor retention.
- Drove User Acquisition & Engagement by designing feedback loops for 300+ stakeholders, increasing vendor NPS by 35%, by implementing a real-time sentiment analysis dashboard that informed rapid product iteration cycles.
- Optimized Revenue Operations by architecting a 50+ page, AI-powered SOP, reducing event planning overhead by 40% and streamlining cross-functional workflows to ensure consistent execution across all marketplace touchpoints.
- Led Community Growth for the Entrepreneurship Club, growing active membership to 100+ through targeted outreach, by developing a 'Founder First' content strategy that resonated with the university's aspiring builder demographic.
- Facilitated Product Storytelling workshops to align technical workstreams with market-facing value propositions, ensuring that engineering features were translated into compelling user benefits for external stakeholders.

**Founder and Community Lead, e-DAM Community
Hyderabad, India**

March 2021 - January 2025

- Engineered a Community-Led Growth engine, scaling the Hyderabad Technical Community to 5,000+ students, by creating a viral loop of peer-to-peer referral incentives and high-value exclusive content drops.
- Delivered 200+ technical sessions and workshops to drive brand awareness and facilitate peer-to-peer learning, establishing e-DAM as the premier destination for upskilling in the regional student developer ecosystem.
- Executed Strategic Partnerships with 7+ institutions, fostering a talent pipeline and generating 50+ internships, by negotiating mutually beneficial MOUs that aligned corporate hiring needs with student skill development.
- Managed Brand & Event Strategy for 'Social Media Summit 2023', securing Rs. 4,00,000+ in sponsorship and 500+ attendees, by crafting a compelling sponsorship deck that highlighted audience demographics and engagement metrics.
- Launched the 'e-DAM Spotlight' podcast to amplify founder stories, driving engagement across the startup ecosystem, by curating a diverse guest list of regional innovators to inspire the next generation of builders.
- Built a robust network of 10+ influencers and industry mentors to support community initiatives and growth, leveraging their social reach to amplify campaign messaging and attract high-quality speakers.

**Business Analyst Intern, NFC Solutions Private Limited
Hyderabad, India**

April 2022 - January 2023

- Managed Client Delivery for 4 high-priority projects, authoring detailed PRDs to align engineering with business goals, ensuring that all functional requirements were mapped directly to client success metrics.
- Enhanced Operational Efficiency by 20% as Scrum Master, implementing Lean-Agile workflows for faster time-to-market, by removing process bottlenecks and optimizing sprint ceremonies for maximum team velocity.
- Optimized the Customer Journey for an e-commerce platform, overseeing order lifecycles and backend integrations, by mapping the end-to-end user flow to identify high-friction drop-off points and implement UX improvements.
- Conducted Market Research and user requirement gathering sessions to inform feature prioritization and roadmap planning, synthesizing key qualitative insights into actionable user stories for the development team.

- Drafted Technical Whitepapers and documentation to support the GTM rollout of new platform capabilities, translating complex technical specifications into accessible marketing collateral for non-technical decision makers.
- Collaborated with QA and Sales teams to ensure product releases met high-quality standards and market expectations, facilitating knowledge transfer sessions to enable sales readiness for new feature launches.

Projects

Thara: AI Personal Agent Ecosystem

- Defined the Product Vision & Value Proposition for a multi-agent AI ecosystem, targeting the personal productivity market by addressing the fragmentation of task and habit tracking.
- Validated Technical Feasibility by prototyping the core infrastructure (LangGraph/FastAPI), ensuring the product roadmap was grounded in realistic engineering constraints.

Google Maps: Product Strategy Teardown

- Conducted Market Analysis involving 42 user interviews, identifying a critical gap in menu accuracy and dietary filtering that caused platform drop-off.
- Formulated a Strategic Roadmap to capture a high-value market segment by proposing a centralized menu system, directly addressing verified user pain points.

Clash of Clans: Growth Strategy Teardown

- Developed a Growth Strategy to drive 5-10% organic user acquisition by proposing a native social sharing feature, validated by quantitative player behavior analysis.
- Projected a 15-20% increase in conversion (join rates) by redesigning the Clan Discovery engine to improve user onboarding and community discovery.

Skills

- **GTM & Strategy:** Go-to-Market Strategy, Product Positioning, User Acquisition, Community-Led Growth, Competitive Analysis.
- **Growth Engineering:** n8n (Workflow Automation), Python (Scripting), SQL, Zapier, API Integration, Cursor IDE.
- **Content & Operations:** Technical Writing, Notion (SOPs), Figma (Assets), Brand Strategy, Event Management.
- **Analytics & Research:** Market Research, User Interviews, NPS Analysis, A/B Testing, Google Analytics.

Certifications

- Certified Scrum Product Owner (CSPO)
- AWS Certified Cloud Practitioner (In Progress)
- Google: Data Analytics Specialization