

# Abhishek Nagaraja, (CSPO, LSSGB)

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**Hello Hiring Manager,**

As a Product and Growth Professional specializing in Go-To-Market (GTM) strategy and community building, I excel at bridging the gap between engineering innovation and commercial adoption through data-driven launches and cross-functional leadership.

My background in Computer Science and Engineering Management allows me to maintain high technical literacy while navigating business operations. I have a proven track record of orchestrating complex product rollouts, optimizing revenue operations, and using AI-powered workflows to scale user acquisition in competitive markets.

At the University of Texas at Arlington, I led the GTM strategy for 'MavMarket', a two-sided marketplace where I scaled attendee numbers to over 5,000 and managed 200+ vendors. By identifying key user personas and executing multi-channel acquisition campaigns, I generated \$120,000 in collective revenue and increased vendor NPS by 35% through real-time sentiment analysis and rapid product iteration cycles.

I am eager to bring my builder mindset and experience in scaling high-impact products to your team. I thrive in environments that value deep ownership and technical depth, and I look forward to the possibility of contributing to your continued growth.

Sincerely,

**Abhishek Nagaraja**