

Prashant Mohite

pmohite95@gmail.com | 206.532.8705 | linkedin.com/in/pmohite

EDUCATION

UNIV. OF WASHINGTON MBA

June 2023 | Seattle, WA

VIT UNIVERSITY

BTECH IN COMPUTER SCIENCE
May 2017 | Chennai, TN

LINKS

LinkedIn:// [pmohite](#)

Medium:// [pmohite95](#)

PM Portfolio:// [drive.google.com](#)

Github:// [pkmohite](#)

SKILLS

CORE PM

UX Design (Figma) • Pricing Strategy
• Competitive Intelligence • Technical
Writing • A/B Testing • Product
Analytics (Mixpanel, Intercom, PostHog)
• Agile (Jira, Notion)

DATA & ML

SQL • Data Analytics (SQL, Excel, Pandas)
• Data Visualization (Tableau, Matplotlib)
• LLMs (OpenAI, Google Vertex AI) • HF
Transformers • Prompt Engineering

TECHNICAL

Cloud Computing (AWS) • Web
Development • Programming (Python, R)
CRM (Salesforce, HubSpot) • Header
Bidding • Google AdSense, Ad Manager

EXPERIENCE

DATAFI LABS | SENIOR TECHNICAL PRODUCT MANAGER

July 2023 – Present | Seattle, WA

- Working closely with the CEO to drive product strategy, UX design and high-impact customer sales for Datafi's "last-mile" data delivery and business intelligence (BI) platform.
- Collaborated with ML-engineering to enhance Datafi's Text-to-SQL model using a novel few-shot prompting + RAG, achieving a 20% accuracy increase on industry-standard "Spider" benchmark.
- Developed a chromium-based browser extension to enable "Grammarly-style" data visualizations in 30+ web apps include Gmail, Salesforce and Outlook, resulting in 80% faster data access compared to traditional BI solutions.

AMAZON.COM | SR. PRODUCT MANAGER - TECHNICAL MBA INTERN

June 2022 – Sept 2022 | Seattle, WA

- Accelerated developer efficiency by creating an internal 'UI Builder' tool for the AWS Management Console, reducing developer hours by 55% and enabling a 30% faster launch of new products/features.
- Collaborated with console developers and UX designers across 10+ AWS services to identify and standardize the most commonly used UI components.

ADPUSHUP | PRODUCT MARKETING MANAGER II

A part of Softbank group, AdPushup is an ad-revenue optimization platform for AdSense publishers, independent publishers, and enterprise media solutions.

Nov 2020 – Jul 2021 | Remote

- Built and managed a multilingual product messaging, competitor intelligence, and sales enablement program for a 50 member sales, marketing and partner program generating \$60M in annual revenue.
- Led the content strategy for all go-to-market activities on AdPushup blog with monthly viewership of 30K+, creating 20 blogposts, 5 webinars, and 3 product announcements and walkthroughs.
- Built an internal sales enablement tool that recommends product features and use cases based on publisher characteristics (e.g., publisher genre, monthly revenue), increasing lead-to-conversion rate by 20%.

LOCUS.SH | PRODUCT MARKETING MANAGER

Locus is a logistics-technology platform that offers dispatch planning, transport management, and tracking solutions for large enterprises.

Feb 2019 – Nov 2020 | Mumbai, IN

- Led go-to-market for predictive ETAs, AI-powered address validation, and on-demand routing features, increasing average contract value (ACV) of Locus' flagship product by 25% within 18 months.
- Worked closely with the Chief Revenue Officer (CRO) to secure large \$100K+ deals, working closely with C-level buyers within large enterprises, generating \$2.5M in annual recurring revenue.
- Led the strategic expansion into Southeast Asia, overseeing the successful deployment of last-mile routing and inventory management solutions for clients in Vietnam and Indonesia, generating \$1.5M in ARR.

DELOITTE CONSULTING | BUSINESS TECHNOLOGY ANALYST

Jan 2017 – Feb 2019 | Mumbai, IN

- Worked as a SAP ERP developer on Warehouse Management Systems (WMS), built data pipelines and SQL operations that handle 1.5 Million queries daily.