

# Rahul Sahu

551-998-7069 | rahul.sahu@nyu.edu | Github | LinkedIn

Product Manager with 4 years of experience in Software Development, User Research, Product Strategy, GTM, and Entrepreneurship

**Project Management:** Jira, Confluence, Agile, Scrum, Waterfall Methodologies, Sprint Planning, Release Management, Dev Ops  
**Product Management:** User Testing, Prototyping, Concepting, Product Roadmaps, Story Boards, Figma, AdobeXD, Miro, UAT  
**Technical Skills:** Java Script, ReactJS, Git, HTML, CSS, SQL, Python, REST API, OpenAI, Unix, Artificial Intelligence  
**Marketing & Analytics:** Tableau, SEO, Google Analytics, Amplitude, Google Ads, Mailchimp, MS Office, GSuite

## RELEVANT EXPERIENCE

**Giphy Facebook** (*Search engine for gifs, acquired by Facebook*)

New York, NY

**Product Researcher**

2023

- **UX Research** - Conducted user interviews to gather insights on pain points and collaborated with design leads to use data for design. Recommended 3 success parameters to assess the performance, resulting in a 12% increase in user satisfaction.
- Developed an explicit content moderation tool that processes +700 million media. Analyzed the system design for using a multi-model image classification algorithm, and integrated it to improve moderation speed and efficiency
- Performed **A/B testing** on 3 variations to evaluate user experience & success parameters, resulting in +10% improvement in the speed of moderating the content by the moderators

**Spectrum** (*Fortune 100 company enabling advertising for national brands on every screen*)

New York, NY

**Product Manager**

2022

- **Product Development** - Led a team of 10+ interns, to build a feature for **AI generated video Ads**. Resulting in automation of the process and reduced cost for small businesses to create video Ads
- **Stakeholder management** - Reported to the VP of product, and worked on the redesign of Spectrum Reach's website. Simplified user journey, generating 10% more leads and increasing form completion rate by 8%
- **Presentation** - Selected (out of 40+ interns) to present the project to the CEO, CTO, and leadership team. Utilized the opportunity to constantly take feedback during the process and improve my presentation and public speaking skills

**LetsCircle.co** (*Video networking platform, power of LinkedIn + Zoom*)

New York, NY

**Product Manager**

2021 - 2022

- Assisted in the product roadmap strategy - Translated product strategy into detailed requirements, and backlogs and partnered with design and engineering teams to bring those to life through concepts, wireframes, and final delivery
- **API Design & Development** - Increased platform usage by 12% by implementing API development. We onboarded two companies using our API integration, resulting in a new revenue stream for the company
- Collaborated closely with cross-functional teams, to create a comprehensive technical **API documentation site**. The site included clear and concise documentation, code samples, and other resources to help developers understand how to integrate with our product, resulting in a 10% reduction in developer inquiries
- **Open AI Integration** - Initiated a feature for an **AI virtual assistant**, Took ownership of the feature, defined specifications, designed the UI, developed the module, and performed user acceptance testing (UAT)

**Hatch it** (*Gig management platform*)

Pune, India

**Product Manager and Co-Founder**

2018 - 2021

- Created MVP scaled to first the applications to its first 10,000 users in 6 months. Defined critical milestones, analyzed marketing ROI, and managed the KPI and metrics of Product Development, Marketing, and Customer acquisition.
- Hired and led a team of 9 high-performing professionals including 4 engineers, 2 quality analysts, and 3 UI developers. Through effective leadership and team building, increased overall productivity by 35% within the first year of team formation
- Spearheaded the full development strategy and roadmap from MVP to web app builds, by leading 2 cross-functional teams through bi-weekly sprint prioritizations and continuous iterations

**Dentsu - OnlineSales.ai** (*Adtech solution that automates marketing with Facebook Ads and Google Ads*)

Pune, India

**Software Engineer**

2017

- Software Development - Developed an **open-source** tool for ReactJS debugging chrome extension +20k downloads
- Collaboration - Developed a partner solution with the business team which led to a yearly contract of \$120,000

## EDUCATION

**NEW YORK UNIVERSITY, Leonard N. Stern School of Business**

New York, NY

Master of Science, Information Systems

May 2023

Coursework - Operating System, Technical Product Management, Data Science for Business Analytics

**SAVITRIBAI PHULE PUNE UNIVERSITY**

Pune, India

Bachelor of Engineering, Computer Science

May 2018

*Summa Cum Laude - Highest Distinction Award*

**Visa Status** - STEM OPT - 36 months of US work authorization