Rahul Sahu

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EDUCATION

New York University, Stern School of Business   New York, NY
Master of Science, Info Systems - Product Management Track   May 2023

EXPERIENCE

Facebook - *Giphy Team*   New York, NY
Product Manager *Co-op*   2023 - Present

- Collaborated with the moderation team to build and manage a product to assess +700 million media elements, **owning the end-to-end product lifecycle from design to delivery.** The new tool reduces the time spent on moderation and fatigue in the process.
- **Conducted user interviews** to understand the pain points of the users, and provided recommendations for UI based on the research findings. Recommended 3 success parameters to assess the performance of the new moderation tool
- **Performed A/B testing** on 3 variations to evaluate user experience & success parameters, resulting in +20% improvement in the speed of moderation.

Spectrum   New York, NY
Product Manager *Internship*   2022

- Reported to the VP of product, and worked on the redesign of Spectrum Reach's website
- **Simplified user journey,** generating 40% more leads and increasing form completion rate by 28%
- Led a team of 10+ interns, to **build a product for AI generated video Ads**. Resulting in automation of the process and reduced cost for small businesses to create video Ads
- Selected (out of 40+ interns) to present the project to the CEO, CTO, and the leadership team
- **Search Engine Optimization** by performing detailed keyword research & analysis on 140 relevant key phrases, increasing organic traffic by 15%

LetsCircle.co   New York, NY
Product Manager *Internship*   2022

- Led the Product and Tech team in development of prototypes, UI mockups, product concepts, and UAT
- **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
- Identified user pain points through **20+ focused user interviews** and used a data-driven approach to prioritize feature development
- Created a **technical API documentation** site by working with engineers and design architects, to ensure customer goals are met
- Initiated a feature for an AI virtual assistant using the OpenAI API. Took ownership of the feature, defined specifications, designed the UI, developed the module, and evaluated A/B testing

HatchIt   Pune, India
Product Manager *Cofounder*   2018 - 2021

- Hatch is a platform to connect live performers with event managers
- As a founding engineer, **created the MVP and scaled to the first 10,000 users** within 6 months
- **Hired and Led a team of 9 professionals** including developers, quality analysts, and UI designers
- Spearheaded the full development strategy and roadmap from MVP to web app builds, by leading cross-functional teams through bi-weekly sprint prioritizations and continuous iterations
- Pitched the product to Angel Investors, VCs, and **interviewed for Shark Tank India**

TECHNICAL SKILLS AND ADDITIONAL INFORMATION

- Eligible for STEM OPT: provides **up to 36 months of US work authorization**
- Programming languages: JavaScript, React, Python, C/C++, SQL, XML, HTML, CSS
- SEO, Scrum, Tableau, Jira, Rest API, Figma, Adobe XD, Confluence, Git, Docker, AWS, Agile, Asana