

# ABHIJEET PRADHAN

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## EDUCATION

### BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS

Aug 2024 - May 2026

MBA, Analytics & Quantitative Finance (GPA: 3.78)

- **Achievements: President** (Babson Tech Club): Led 4-5 workshops and panels on AI, Product Management, and tech careers per semester; oversaw 6 student leaders handling marketing, operations, and logistics. **VP of Marketing** (Graduate Student Council): Owned communications strategy, marketing campaigns, newsletters, and creatives for 700+ graduate students.

### CONNECTICUT COLLEGE

Aug 2017 - May 2021

Bachelor of Arts, Computer Science and Mathematics (GPA: 3.92)

- **Achievements:** Deans Honors all semesters.

## EXPERIENCE

### SEEAIR

Jun 2025 - Present

Growth Strategy and Product Intern

Boston, MA

- Prototyped LLM-powered workflows using make, OpenAI, and voice assistant APIs to create agents that take customer calls, saving 2 hours of CEO time daily.
- Launched Google Ads campaigns with predictive modeling to forecast performance, yielding an additional \$80k deal flow and boosting topline growth by ~10%.
- Prompt engineered workflow automation for operations team using Perplexity comet browser, saving 4 hours daily and boosting team productivity by 20%.
- Expanded business presence on Thumbtack and Nextdoor through data storytelling, increasing impressions by 20%.

### FLOW

May 2025 - Aug 2025

Product Management Intern

MA

- Built MVP data system in Zoho Creator integrating with Carrot API to tokenize waste metrics into carbon credits, applying data pipeline orchestration practices and unlocking ~\$50K annual revenue potential. Co-authored \$500K+ in grant proposals for the pilot.
- Digitized end-to-end Zoho data workflow for 5 farms, 1 hauler, and 2 processors using SQL; reduced reporting by 30%.

### HOLLISTER INC

Jan 2025 - May 2025

Student Consultant

Remote

- Developed subscription models, market sizing, value propositions, and GTM strategies for ostomy care products.

### PERCH (ACQUIRED BY RAZOR GROUP)

May 2021 - Jun 2024

Software Engineer I – II

Boston, MA

- Owned product roadmap for automated Amazon product advertising; partnered with Product, Growth, and Marketing teams to drive \$1M+ in ad-attributed revenue and optimize cost per acquisition (CPA) and ROAS.
- Innovated supply chain optimizations reducing lead times by 60%, saving the business \$200K annually.
- Designed and implemented end-to-end software workflows including REST APIs, data pipelines, and operational dashboards, cutting manual effort by 90%.

### QUOTE.COM

Sep 2020 - May 2021

Software Engineer Intern

Remote

- Automated ETL ingestion across email, API, and MySQL sources using Google Cloud Functions and BigQuery, saving 600 hours (\$25K) annually for marketing teams.
- Built Looker dashboards enabling data-driven strategic planning; improved campaign optimization and business reporting.

## SKILLS

- **Product & Growth:** Roadmap planning, MVP design, GTM strategy, market sizing, opportunity analysis, growth strategy, channel expansion, optimization (A/B testing), Predictive Modeling, Data Storytelling.
- **Technical Skills:** Python, REST API, ETL, SQL, BigQuery, BI, Looker, LLM, generative AI (OpenAI API), prompt engineering, workflow automation (Make, Zoho), Agile (JIRA), Google Ads, AWS, Data Pipeline Orchestration.

## HOBBIES

Running (Marathon PR - 3:42), Snowboarding, Golfing, Weightlifting, Cooking, Travelling and Guitar.