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Hiring Manager
Durable
Vancouver, BC

Dear Durable Team,

I'm applying for the Product Manager role at Durable because I believe in your mission: making business ownership genuinely accessible. I believe the right combination of AI-native product thinking, rapid experimentation, and user-first design can close the gap between launching a website and running a successful business; and I'm eager to bring my 8+ years of AI, tech, and product experience to help make that vision real.

At Chegg, I launched an AI learning platform that hit 100K+ users in under a month. The 63% conversion boost and 50%+ weekly engagement came from running continuous experimentation programs: I shipped 3-5 data-driven improvements per sprint based on behavioral analytics. When post-launch adoption wasn't hitting our 25% target, I implemented user tracking, identified high-value features through research, and rapidly iterated until we hit the goal.

Currently, I'm working with a stealth startup as an AI Product Consultant, building a full-stack wellness platform prototype (React, TypeScript, Supabase, Tailwind). Early testing shows 40%+ improvement in user clarity. This hands-on work gives me the technical depth to understand what's actually possible with AI implementation, not just what sounds good in a roadmap.

Why I'm a fit for Durable:

- **Thrives in ambiguous, fast-moving startup environments.** At Varafy, I joined as an early employee with a small team and limited resources. I drove the product from early-stage through 30% year-over-year growth to acquisition by Chegg. That meant rapid iteration cycles, making decisions with incomplete data, and balancing speed with quality—testing quickly, killing bad ideas fast, doubling down on winners.
- **AI-native product thinking.** I've implemented RAG systems, designed evaluation frameworks, and built quality controls for LLM-generated content at scale. I understand the constraints, the possibilities, and how to ship pragmatically while pushing boundaries. I stay current with the AI landscape through hands-on building, not just reading about it.
- **Moves fast and experiments constantly.** At Chegg, I ran continuous experimentation programs shipping improvements weekly. At Varafy, I thrived in the start-up environment where constraints forced us to move fast and learn faster. I understand that in high-velocity startups, shipping and learning beats perfection.
- **Understands users deeply and uses data to drive decisions.** I don't build what sounds clever. I research user pain points through interviews and behavioral analytics, validate problems, prototype solutions, and iterate based on what actually moves metrics. For Durable specifically, I analyzed user reviews, competitive landscape, and strategic priorities to understand what small business owners actually struggle with.
- **Ownership and accountability.** When I migrated 1M+ pieces of live content at Chegg, there was zero tolerance for downtime. When I co-created a compliance framework for 300K experts, quality couldn't slip. I take full responsibility for outcomes, not just shipping features. I coordinate cross-functional teams, unblock critical issues, and ensure we deliver the impact we committed to.

When I look at Durable's trajectory - 10.8M websites since 2021, $20M Series A, rapid growth - I see a great cultural fit for a PM who moves fast, thinks strategically about AI, and isn't intimidated by ambiguity or scale. I'm ready to help small business owners succeed by building the DIFY platform that makes entrepreneurship genuinely accessible.

I'd welcome the chance to discuss how my experience launching AI products, building 0-to-1, and driving measurable impact in startup environments can contribute to Durable's vision.

Best,
Rachel Ramkhelawan

P.S. I built three AI feature prototypes for Durable addressing the user pain points I identified. Happy to walk through my product thinking: durable-phi.vercel.app