**Rachel Ramkhelawan**

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**PRODUCT MANAGER**

Strategic Product Manager with 8+ years experience **defining product vision, executing roadmaps for cutting-edge technology platforms,** and **leading cross-functional teams** to build solutions that drive customer satisfaction and business success in STEM EdTech (e.g. 30% customer growth, 20% retention lifts, and 65% adoption boost). Passionate about building strong relationships and deep customer knowledge to build satisfying, sticky, product solutions. Proven history of technical and expansive team coordination, taking products from 0-to-1 on time and under budget. Expert in market research, translating complex customer and stakeholder needs into actionable features, and collaborating closely with engineering and executive teams to ensure successful product launches that drive ambitious business objectives.

**SKILLS & EXPERTISE**

• **Product Leadership and Strategy:** Product Vision & Roadmap, Product Design Thinking, KPI Definition and Tracking, De-risking & Opportunity Validation

• **Platform & Technical Proficiency:** Product Operations, B2B SaaS Integrations, AI/ML Product Development, Product Usage Analytics, Agile Methodologies, A/B Testing, Quality Assurance

• **Stakeholder & Team Management:** Driving Stakeholder Alignment, Cross-Functional Team Leadership (Engineering, Marketing, Sales), Executive Updates & Alignment, Platform Partner Relationships

• **User-Centric Focus:** User Research (Interviews, Surveys), Persona Development, Customer Requirement Definition, Customer Success

• **AI/ML Proficiency**: LLM-Powered Product Development, RAG Implementation, Context Tuning & Prompt Engineering, AI Quality Evaluation, Fine-tuning & Model Training Oversight, Agentic AI Systems, Full-Stack AI Prototype Development

**PROFESSIONAL EXPERIENCE**

**Sprekta Inc., Edmonton, AB (remote) November 2024 – present**

**AI Product Consultant**

**Incubated a behavior-aware wellness platform from idea to prototype**, merging adaptive AI with habit science to help burned-out professionals regain control of their time and energy.

• Chartered a product discovery venture from 0-to-1, incubating a behavior-aware wellness platform from idea to a full-stack prototype.

• **Defined product vision and experience architecture** for a smart planning tool, combining AI status detection, behavioral insights, and structured data input to generate personalized, low-lift daily blueprints.

• Prototyped a **full-stack personalization engine**, leveraging emerging LLM patterns, expansive prompt engineering and agentic frameworks, lightweight scheduling logic, and behavioral inference to dynamically adapt user plans; improved perceived clarity and control in early testing by over 40%.

**Chegg, Inc., Santa Clara, CA (remote) February 2021 – November 2024**

**Product Manager**

Launched AI-driven content platform, reaching **100k+ users in <1month, driving 63% conversion boost, and 25% increase in monthly active users** through data-backed personalization and scalable technical solutions.

• Developed a long-term **product vision** for an AI-driven learning platform, scaling effectively with deep user insights, data analytics, and cross-functional collaboration.

• Led **LLM-powered product development** for personalized STEM learning tools, implementing RAG systems to surface contextually relevant practice problems and assessments based on student behavior patterns and content libraries.

• Designed and deployed **AI evaluation frameworks** and **prompt engineering strategies** to ensure quality control across LLM-generated educational content, collaborating with legal and subject matter experts to validate accuracy, relevance, and pedagogical appropriateness before student exposure.

• Mined user insights (user interviews, user data tracking, A/B tests), coordinated with teams to refine user flows and improve user experience, ultimately achieving **85% satisfaction** and **50%+ weekly engagement**.

• Led cross-functional teams (engineering, data science, design, marketing, legal) to deliver complex features on tight timelines, **lifting retention by 15**%.

• Aligned strategies with business goals via bi-weekly C-suite and stakeholder briefings, including surfacing key insights for executive decisions and Key Performance Indicator (KPI) tracking, resulting in an **85% increase in roadmap predictability** and accelerated feature delivery timelines.

**Varafy Corporation, Edmonton July 2017 – February 2021**

**Product Consultant, Customer Success Manager**

Scaled a deep tech B2B SaaS product at a fast-paced startup, through to acquisition: **30% client growth in 1 year**, achieved **20% retention lift**, culminating in a **multi-million-dollar exit**.

• Acted as the lead client-facing product owner for a custom software startup, guiding clients through their technology journey and contributing to **30% year-over-year client growth**

• Led discovery and planning workshops for over 50 clients, translating requirements into high-impact roadmaps that **increased retention by 20% for key partners** like Wiley and Oxford University Press.

• Authored detailed project specifications, user stories, and acceptance criteria, managing the backlog to align development with client business value and managing full product lifecycle.

• Conducted rigorous quality assurance testing prior to client UAT, ensuring the on-time delivery of high-quality software solutions.

**EDUCATION**

**Certificate in Interdisciplinary Leadership Studies**

University of Alberta, Peter Lougheed Leadership College

**Bachelor of Science in Engineering**

University of Alberta