Sajad Daneshmand

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Work Experience

Maple   Edmonton, AB

Product Manager   September 2019 – June 2023

- Identified user pain points and competitors' solutions to design a tailored solution approved by stakeholders.
- Develop the product roadmap and aligned it to strategic goals for a B2C product
- Conducted meetings to review the progress, project's lifecycle, and define backlog items on Trello and Jira.
- Document the development process of the application and features and identify KPIs.
- Achieved reduction in server costs through data-driven optimizations, improving financial efficiency.
- Deployed a service oriented mobile application on Google play and App store.

Beyond Digital   Salt Lake City, UT

Co-Founder, Sales Strategy   February 2024 – October 2024

- Researched potential gaps in the market and clients' needs for small-medium sized business
- Developed a through sales strategy with follow up as the main approach to attract potential clients
- Created a brand identity based on trust and reliability to gain customer's confidence
- Contacted potential clients and discussed their business needs and potential solutions

Education

Bachelor of Applied Sciences in Software Engineering | **University of Alberta**

Certificates

Introduction to Product Management

- Learned the value of process, requirements, planning, and monitoring in producing better software products.

Supervised Machine Learning | Stanford / Deeplearning.ai

- Proficient in supervised ML techniques, regression, classification, and practical Python implementation using scikit-learn, TensorFlow and NumPy, addressing underfitting and overfitting.

Skills

Tools & Methodologies: Trello, Jira, Product Management, Stakeholder Engagement, Data-Driven Decision Making, Industry Trend Analysis, A/B testing, user segmentation, product roadmap, Agile, Scrum, UI/UX Design.
Languages & Frameworks: JavaScript, React.js, Node.js, Express.js, Python, NumPy, TensorFlow, Django, Java, PHP
Databases & Cloud: MongoDB, MySQL, SQLite3, AWS (DynamoDB, S3, EC2)