

Contact

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Top Skills

Strategic Marketing Management
Marketing Strategy Development
Online Content Creation

Vanshith Bhandari

Product Management | Product Marketing | Product Strategy, Data Insights, Storytelling | Building Products That Solve, Scale, and Stick
San Francisco, California, United States

Summary

Product-oriented strategist with a diverse background in software development, AI, data analytics, and brand storytelling. Currently working on strategy and insights at BVK and soon starting a product internship at First National Bank and Trust.

Some examples of my experience include:

At BVK, I led the campaign and brand strategy for Future Urban Leaders, conducting stakeholder interviews, competitive research, and thematic analysis to build a compelling messaging framework that helped secure new donor funding and align brand positioning with organizational goals.

As an incoming Product Intern at First National Bank and Trust, I will collaborate with cross-functional teams to improve product workflows, support go-to-market planning, and use customer and market research to guide feature development and enhance user experience.

As a Backend Developer at POWER CHANGES LIVES, I built scalable backend services, optimized database queries, and improved system security, resulting in faster performance and reduced vulnerabilities.

At Juiced! Cold-Pressed Juicery, I supported product and marketing strategies by conducting market and competitor analysis, helping the company target new customer segments and increase brand visibility.

I am passionate about building products that solve real problems and deliver measurable value. With experience across technology, research, and strategic storytelling, I bring a user-centered and data-

driven approach to product development. I thrive in collaborative environments where innovation, iteration, and growth are prioritized.

Feel free to connect. I'm always interested in learning about new opportunities and challenges.

Experience

Outhad AI

Growth

October 2025 - Present (3 months)

Chicago, Illinois, United States

- Led go-to-market strategy across email, LinkedIn, and webinars, increasing discovery calls with target accounts by 35%.
- Ran A/B messaging experiments to validate hypotheses; tracked performance metrics and iterated, improving lead-to-call conversion by 25%.
- Conducted market research to define ICPs; enabled targeted campaigns that delivered demonstrable traction in two new verticals.

First National Bank and Trust

Product Manager

August 2025 - December 2025 (5 months)

Beloit, Wisconsin, United States

- Collected and analyzed performance data for 30+ branches and 130,000+ customer accounts; built dashboards and a prioritization model to drive strategic decisions in a complex, ambiguous environment.
- Conducted 25 stakeholder interviews; partnered cross-functionally with Finance, Operations, and leadership to develop a clear roadmap targeting 22% OPEX reduction and 19% ROI lift.
- Modeled consolidation scenarios (attrition, asset migration, OPEX savings, lease/termination fees); translated complex analysis into exec-ready narratives that guided network-wide decisions.
- Identified workflow bottleneck through user discovery; scoped requirements and built an automation solution for the fraud team, seeing project through to completion.

bvk

Strategy and Insights

June 2025 - August 2025 (3 months)

Milwaukee, Wisconsin, United States

- Conducted 15+ stakeholder/SME interviews and competitive scans; synthesized insights into personas, value propositions, and positioning frameworks for healthcare, travel, and higher-ed clients.
- Authored strategy briefs and enablement documentation (1-pagers, FAQs, deck blocks, social calendars); partnered cross-functionally to manage launch timelines and deliverables.
- Built weekly performance dashboards; translated funnel learnings into exec-ready narratives that informed targeting, spend, and iteration priorities.

Beloit College

2 years 9 months

ML/NLP Research Assistant

August 2024 - May 2025 (10 months)

Beloit, Wisconsin, United States

Analyzed three French translations of Yu Jiao Li, quantifying stylistic features; results selected for NLP4DH '24

Evaluated neural machine translation systems, boosting stylistic accuracy by 15%, and built an OCR model with 95% accuracy for digitizing ancient texts.

Developed a multilingual comparison model using Universal Sentence Encoder and spaCy for multilingual analysis

System Automation and Support

November 2023 - May 2025 (1 year 7 months)

Beloit, Wisconsin, United States

Automated Mac system deployments using Jamf and shell scripting, cutting deployment time by 80%.

Provided tech support to 300+ users, resolving 700+ issues with a 95% satisfaction rate, boosting IT efficiency.

Configured Active Directory servers and network infrastructure, enhancing security and reducing downtime.

Social Media Marketer, Office of Communications and Marketing

September 2022 - December 2024 (2 years 4 months)

Beloit, Wisconsin, United States

Executed social media campaigns for diversity initiatives and college programs, including the 'Why Bother Wisconsin' campaign, using Canva,

Adobe Suite, and Sprout Social to boost event attendance by 30% and voter participation.

Created and managed content calendars to streamline user-generated content (UGC) and cross-departmental collaboration, increasing Instagram followers by 18% and overall engagement by 20%.

Optimized strategies to enhance reach and engagement across platforms, achieving a 15% increase in reach while promoting inclusivity and cultural immersion on campus.

Tutor (Data Structure and Algorithms), LEADS
August 2023 - March 2024 (8 months)
Beloit, Wisconsin, United States

- Facilitated personalized learning experiences through one-on-one tutoring sessions, adeptly tailoring instruction to individual learning styles while nurturing student's problem-solving skills.
- Partnered with faculty to align instructional objectives, enabling effective delivery of study strategies, progress monitoring, and constructive student feedback and support.

Data Analyst, Office of Admissions
September 2022 - April 2023 (8 months)
Beloit, Wisconsin, United States

Managed and cleaned a 10,000+ record database using Excel, SQL, Tableau, and Slate, generating accurate reports for decision-making.

Collaborated with a team of 3, using Python to improve data precision, and workflows, and maintain confidentiality.

Performed data entry and cleaning tasks with Slate, ensuring data integrity and speeding up processing.

Juiced! Cold-Pressed Juicery
Marketing Consultant
September 2024 - March 2025 (7 months)
Milwaukee, Wisconsin, United States

Collaborated on retailer line reviews and product placements, strengthening Juiced's retail presence and aligning product offerings with customer preferences.

Proposed exclusive and seasonal SKUs to target specific demographics, resulting in an enhanced product appeal and increased customer engagement.

Developed and executed social media experiments to boost brand visibility, exploring influencer marketing strategies that expanded online reach.

Conducted competitor analysis and market research to refine product branding strategies, targeting a new consumer demographic, and identified secondary retail channels to expand distribution and maximize market penetration.

Radical AI

AI Engineer

September 2024 - November 2024 (3 months)

New York, New York, United States

Developed a RAG model on VertexAI, improving information retrieval efficiency by 30%.

Engineered a GenAI model with FASTAPI to process multiple PDFs, boosting document processing speed by 40%.

Deployed ReX, an AI-powered career coaching platform using OpenAI and Google Gemini, providing mentorship that guided 10+ career paths.

POWER CHANGES LIVES INC

Back-end Developer

March 2024 - June 2024 (4 months)

Built 5 scalable backend services using Node.js and Express.js, improving system efficiency by 20%.

Optimized database queries and restructured architecture, reducing data retrieval times by 18%..

Implemented authentication protocols to secure user data, cutting security vulnerabilities by 30%.

All on Biz

Founder

October 2020 - July 2022 (1 year 10 months)

NPO's mission is to inculcate entrepreneurial mindset in students from underrepresented communities in India. Built and managed the website, Planned and hosted events in government schools, and held workshops, managed social media and content creation. Motivated 300+ students to be problem solvers and creative thinkers.

Brahmari Rotti Mane

Co-Founder

November 2019 - June 2021 (1 year 8 months)

Mangalore

Co-founded a food products business specializing in making millet-based Indian-style rotis. Created and managed the company website, supervised distribution channels, and led marketing campaigns. Adapted and intertwined food cultures from North Karnataka into South Karnataka.

Education

Beloit College

Bachelor of Arts - BA, Computer Science · (August 2022 - 2026)

Jawahar Navodaya Vidyalaya (JNV)

Physics, Chemistry, Maths, Computer Science · (June 2015 - July 2022)