

Vidya Kaipa

408-230-4570; vidyalkaipa@gmail.com

Leadership Profile

Startup native with 7 years of driving impact by building holistic user experiences. Delivers exceptional value on tight deadlines for complex products like insurance, verification, profit leakage, and data pipelines. For example:

- Generated \$1M+ annually in premium services as first product hire at Outdoorsy
- Saved \$1M in claims / subrogation costs by launching key anti-fraud / risk integrations
- Improved lifecycle conversion by 35% through architecting core data strategy for user segmentation, launching 3 new channels, and managing technical vendor integrations
- Co-created first UX summer internship program with head of design, mentored two college students, and resolved 20 points of friction in search and checkout experience
- Handpicked by CEO and CIO to lead relaunch of core insurance product

Accomplishments Chronology

Outdoorsy (San Francisco, CA → Austin, TX)

March 2017 - Present

Product Manager

Outdoorsy is the world's largest peer-to-peer RV rental marketplace.

- Company relied heavily on paid acquisition channels and needed to build growth and retention into organic product experience. Worked with CEO, CTO, CPO, and CMO to capture an additional \$2M in tertiary annual revenue by launching insurance, roadside assistance, trip insurance, damage protection, fraud detection, risk assessment integrations, and more.
- Reduced SEM costs by 15% by partnering with marketing stakeholders to ingest qualitative data, build data feeds and CRM integrations, and enable proper outreach of new features. Identified weak points in product delivery and created protocols and standards for accelerating release cycles.
- Improved organic conversion by 35% through designing key segmentation to test efficacy of campaigns and impact of product launches. Built consensus around key company-wide metrics to demonstrate product value at every stage of user lifecycle.
- Spearheaded initiative to improve internal documentation with product and engineering teams, accelerating cross-functional learning and reducing bottlenecks in product delivery. Ran scrum team of three developers and designer and created roadmap for professionalizing P2P owners and improving trust and safety across renter experience.

MentorCloud (San Francisco, CA)

January 2015 - March 2017

Product Marketing Manager

MentorCloud is an enterprise SaaS mentoring platform for mid-to-large companies.

- Company lacked cohesive branding as well as systems for onboarding and retaining clients. Shortened sales funnel by 3 months with comprehensive go-to-market strategy, including redesigned website UX, content, and landing pages. Built out co-marketing partnerships, email campaigns, white-papers, and social media presence. Validated marketing hypotheses with AdWords campaigns, resulting in CTR 30% above industry average. Launched product marketing campaigns with 50% open rates. Managed distributed team of 20 freelance writers and designers, editing 200+ digital assets

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- To address retention issues, liaised with 20+ accounts to understand where drop-off was occurring and built customized documentation and case studies to prevent avoidable loss. Bolstered pipeline by developing lists of 1000s of potential clients through industry resources, web-analytics, and customer referrals, and established CRM to track relationships. Built marketing capacity in partnership with 500 Startups team.

Runway Incubator (San Francisco, CA)

January 2014 – January 2015

Program Manager

Runway Incubator is a tech co-working space hosting over 200 entrepreneurs in 80 companies.

- Co-working space had scaled too quickly and hadn't defined market niche, and therefore couldn't create sustainable growth. By staying up-to-date with residents' business needs and introduced companies to investors and partners, raised occupancy from 70% to 95%. Identified need for thought-leadership, and collaborated with industry leaders to provide best-in-class programming (workshops, lectures, panels, etc.) around community-defined subject-matter interests of 200+ resident entrepreneurs. Designed, curated, coordinated, and marketed 300+ educational events, establishing reputation as boutique coworking space with artistic documentation and new methods of spreading marketing collateral.

The New Constructs by Sudhakar Ram (Mumbai, India)

June 2012 – March 2013

Researcher

Mastek CEO Sudhakar Ram published book on sociopolitical change (*The New Constructs*).

- CEO needed researcher to support development of book narrative. Authored 5 extensive reports on economic philosophy, international governments, and structural change.

Go Overseas (Berkeley, CA)

January 2012 – May 2012

Chief Content Editor

Go Overseas is a travel-abroad web startup facilitating international work and study programs.

- As a young startup, company hadn't developed system for categorizing content and recruiting guest submissions. Developed scalable organizational schema and editorial process for 500+ articles and other content. Created and managed editorial calendar, established relationships with contributors and partners, supervised subject matter and quality of written copy, and created interactive spreadsheets for managing published content. Through intelligent tagging and categories, Go Overseas was able to improve SEO rankings and attract new clientele.

Education

- B.A. Political Science and Sociology, University of California at Berkeley
- Honors Thesis, "Why Youth Don't Vote," University of California at Berkeley
- Entrepreneurship and Political Science, University of Cambridge

Projects

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- **Good Funds (in production):** Building a charity subscription service to learn API design, Stripe integrations, and do good at the same time
- **Project Blue Dot:** Founded environmental advocacy group supporting local and national initiatives to protect important green laws
- **Pocket Gypsy:** Maintained personal travel blog for year-long solo backpacking trip

Skills

- SQL, beginning Python
- HTML, CSS, beginning JavaScript
- API design, integrations
- Agile Product Management
- Task Management: Trello, Asana
- Website Builders: Wordpress, Squarespace
- CRM: Iterable, Mailchimp, Hubspot, Insightly
- Google Analytics and AdWords
- Analytics: HotJar, Optimizely, Mixpanel, Amplitude, Chartio
- Social Media: Hootsuite, Buffer
- Design Tools: Sketch, Adobe Photoshop
- Adobe Lightroom