

YASH MALIK

Durham, North Carolina | (470)939-2445 | yash.malik@duke.edu | [LinkedIn](#) | [Portfolio](#)

Product Manager with 2+ years of experience handling market research and analysis encompassing hypothesis-driven insights to optimize business operations in the Information technology industry. Proven track record of working in cross-functional teams and managing stakeholders to derive enhanced business outcomes. Catalyst of growth and inclusive environments, leveraging technology to transform and streamline user experiences.

EDUCATION

Duke University | (GPA: 3.80/4)

Masters of Engineering Management: Specialization in Product Management

Relevant Coursework: Digital Transformation, Design Thinking and Innovation, Product Management, Marketing, IP Law, Finance

Durham, NC

Aug '22 – Dec '23

Bharati Vidyapeeth University | (GPA: 3.80/4)

Bachelor of Technology in Electronics Engineering

Relevant coursework: Electronic Devices and Circuits, Digital and Analog Electronics, Signals and Systems, VLSI Design, Lean Start-up Management, New Venture Development

Pune, India

Jul '16 – Jun '20

SKILLS

Product: Product Management & Strategy, PRD, User Flow, KPIs, B2B, LCAs, A/B testing, AQL, Agile (Scrum & Kanban), Data Analysis

Business: Business Analysis, ERP, Technical Documentation, Strategic Planning and Execution, Digital Marketing, Market Research and Analysis, Brand Management, Digital Advertising, Backlog Management, Stakeholder Management, Quality Assurance, Competitive Analysis, IP Law

Technical: GenAI, ChatBot, LLMs, Vector Db, Amazon AWS, Google Cloud Platform, Jenkins, SQL, Terraform, Ansible, HTML, Git Bash, JIRA, Mural, Notion, Trello, Figma, Google Analytics, PowerBI, Tableau, Gephi, Plotly, Asana, Slack, Google Docs Suite, MS Office Suite, Streamlit

PROFESSIONAL EXPERIENCE

Kurated Learning LLC

Product Management Intern

- Spearheaded launch of web-based LMS tool within 11 weeks by collaborating with 3 cross-functional teams and owning product roadmap.
- Formulated Go-To-Market Strategy by analyzing design, customer base and price of 10+ competitors to derive insights and understand trends.
- Deployed Search Engine Optimization strategies to re-design website leading to increase in sales by 30% and reduced CTR by 10%.
- Led creation of marketing assets for outreach and industry partnerships leading to expansion of customer base by 6%.

Durham, NC

May '23-Aug '23

Pilleve

Design Thinking Consultant

- Increased user base by 14% through referral programs for niche customer segments and optimized user journey flow of the landing page UI.
- Conducted 30+ customer interviews to identify pain points and deal blockers leading to increase in CSAT by 20%.
- Championed re-design of 4 user interface features in a user-centric approach and 7 sprints to enhance customer experience.

Durham, NC

Aug '22 – Dec '22

Bristlecone

Associate Consultant

- Achieved 35% reduction in resource deployment costs, leveraging CloudCheckr and Amazon S3 Storage for document management.
- Enhanced account interaction efficiency by 40% by executing pre-defined configurations across product development stages.
- Implemented pipeline management using Jenkins, reducing deployment time by 25% for cloud security department.
- Built Power BI dashboards and reports to streamline data from primary research leading to 25% reduction in outsourced cloud space.
- Led daily scrum meetings and oversaw delegation of user stories leading to 40% reduction in over-time of departmental resources.

Pune, India

Aug '20 – Jun '22

LEADERSHIP AND PROJECTS

IntelliLearn

Gen-AI platform transforming classroom learning experience. Program manager overseeing creation of chatbot and progress tracking tool.

- Oversaw development of chatbot with OpenAI integration and used prompt engineering to reduce the Hallucinations in the LLMs.

Durham, NC

Buddy Verse

SaaS platform offering community-building services. Co-Founder responsible for driving outreach campaigns.

- Organized 5 strategic outreach events in 8 weeks, leading to acquisition of 500+ customers and 40% market penetration.

Durham, NC

KongFit

Fitness studio revolutionising Personal Training experience for clients by leveraging AI. Spearheading a self-sustaining business model.

- Mentored powerlifting team of 12 to podium finishes in state and national competitions emphasizing accountability and feedback.

Bhilai, India

DeliverBud Solutions Pvt. Ltd.

B2C Delivery service focussed on catering to essential needs of patients. Co-Founder driving supply chain optimization and vendor management.

- Acquired 3000+ customers within 11 months via word-of-mouth marketing strategy generating and exited for 92.5% of initial investment.

Bhilai, India

ACHIEVEMENTS

Co-Author: Yash Malik, "Waste Segregation and Management using Electrical Conductivity Threshold", IJSREM (Sep' 2020)

Professional Awards: Duke Rec Employee of the Semester, SPOT Award(Bristlecone), Certificate of Appreciation(C.G, Government of India)

Academic Awards: Winner of Marketing GCI Pitch Fest, Finalist of Duke Product Hunt, Transformation Trailblazer Award

Personal Achievements: 4 times National Powerlifting Champion, Nominated to represent India in the Asians Championship

Certification: Implant Training at SAIL(BSP), SysOps Administrator(Amazon), Linux Administrator(Microsoft), SQL(LinkedIn Learning)