

AAYUSH GEORGE

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SUMMARY

Product Manager with experience building AI-driven solutions and scaling technical product features using data-driven insights that has resulted in improved operational efficiency and customer satisfaction, driving 60% MRR growth across assigned clients.

EXPERIENCE

Bectran, Inc., Schaumburg, IL

May 2024 – Present

Product Specialist

- Leading and supporting the implementation of the Bectran platform for 20+ companies, ranging from mid-market to enterprise corporations, resulting in successful go-lives and enhanced customer satisfaction.
- Drive cross-functional collaboration with engineering and QA to manage Agile sprints averaging 40+ tickets, streamlining development cycles through effective prioritization and ensuring high-quality production releases.
- Spearheaded the design and implementation of 20+ feature enhancements by defining product requirements and user stories, translating customer needs into actionable product improvements, increasing customer adoption and satisfaction.
- Defined requirements and led delivery of 3 REST APIs to optimize document management and reporting experiences, improving data accessibility and significantly reducing manual data retrieval efforts.
- Implemented an AI-powered OCR solution to automatically extract and populate key fields, replacing manual data entry and improving operational efficiency by 30%.

Synergy Works Group, Bloomington, IN

February 2024 – September 2024

Senior Associate

- Developed comprehensive analytics reports for client websites to identify key performance indicators, resulting in a 30% increase in website traffic and a 20% increase in pages viewed per visit.
- Identified key client needs and effectively translated them into clear, actionable tasks for the engineering team, improving solution accuracy and accelerating solution delivery timelines.

Kimberly-Clark, Chicago, IL

May 2023 – August 2023

IT Marketing Business Partner Intern

- Developed a scalable Generative AI strategic roadmap to guide the company's future AI initiatives while embedding responsible AI practices to ensure ethical and effective deployment of Generative AI across diverse applications.
- Spearheaded an innovative project leveraging Generative AI for e-commerce content creation across major retailers such as Target, Walmart, and Amazon, resulting in a 20% increase in marketing operations efficiency.
- Optimized Google Analytics tagging strategy based on business requirements leading to a 70% decrease in website analytics discrepancies and ensuring more accurate measurements for reports and data visualizations.
- Conducted user interviews across 7+ brands to assess the company's data quality and application of first-party data to determine the data maturity level and formulated business strategies to elevate data usability.

Al-Futtaim, Dubai, UAE

June 2019 – July 2019

Marketing Intern

- Conducted market research of 10+ competing loyalty programs, identifying key trends and customer preferences, resulting in the development of a highly targeted and differentiated loyalty program for the company.
- Performed data cleansing and analyzed data on 50,000+ consumer records using Excel that helped the company assess recent sales performance and trends to provide guidance for future campaigns.

EDUCATION

Kelley School of Business, Indiana University, Bloomington, IN

December 2023

Master of Science in Information Systems

GPA: 3.80/4.00

- **Concentration:** Business Intelligence and Analytics; Co-Concentration: Enterprise Security

Kelley School of Business, Indiana University, Bloomington, IN

May 2022

Bachelor of Science in Business; Majors: Marketing and Digital Marketing

GPA: 3.82/4.00

TECHNICAL

- **Technical Skills & Tools:** Prompt Engineering, Postman, JIRA, Microsoft Office Suite, SQL, Python, RStudio, HTML
- **Frameworks and Methodologies:** Agile, Scrum, Waterfall, Kanban, Project Management, Product Strategy, Backlog Prioritization, Requirements Gathering, A/B Testing, User Research, Product Management, SDLC