

RAHUL R. IYER

rahuldotiyer@gmail.com | 98 Cervantes Blvd #5 San Francisco, CA 94123 | www.rahuliyer.io | (678) 907-1841

WORK EXPERIENCE

InSite Applications

San Francisco, CA

Product Manager (Contract role)

February 2016 – Present

- Led a team of 3 product designers and engineers in rebranding and redesigning the UI/UX of ISapp
- Redefined KPIs and feature requirements based on user research and testing from the beta launch of ISapp
- Redesigned a more efficient user experience for the onboarding process using Sketch and Invision

Qoins (www.qoins.io)

Atlanta, GA

Product Manager (Contract role)

October 2016 – February 2017

- Owned and modified existing web app login features, decreasing user bounce rate by 10%
- Led the design of the user acquisition funnel from landing page, to signup, to web app use, increasing total signups by ~31% and active users by ~69% in two months
- Instilled best practices for Google Analytics reports and dashboards in order to extrapolate web user data

Manhattan Associates

Atlanta, GA

Product Manager, Lead Consultant

June 2015 – November 2016

- Shipped a \$44,000 customized product feature with R&D and software engineers around e-commerce returns and exchanges strategy to maximize the number of ways a customer could purchase and exchange products
- Piloted various product enhancements with payment systems for Manhattan's Enterprise Order Management suite for a \$7B pet retailer to enable Omni-channel Order Management from sourcing and allocation through fulfillment
- Led end-user testing strategies/plans on customized mobile dashboards and push-notification messages
- Conducted an analysis of data and delivered complex SQL queries for a highly modified advanced shipment notification validation solution and reporting framework to track vendor performance for a \$6B high-end retailer
- Partnered with client operations management, product, and engineering teams to design and implement quantifiable methods for tracking employee and warehouse performance against standard operating procedures
- Selected as a mentor by company leaders to help assimilate new grad employees into Manhattan Associates

Wazo LLC (Startup)

Atlanta, GA

Product Manager

June 2013 – April 2015

- Filed and obtained a provisional patent for the product Cheer Straps (wrist and grip support for athletes, replacing tape) while leading a go-to-market strategy, resulting in use by over 50+ collegiate cheerleading teams nationally
- Used quantitative methods to research and design Cheer Straps by running a series of A/B testing with customers in order to provide actionable feedback and develop product enhancements through AGILE methodologies
- Analyzed Google Analytics data, successfully identifying the EMEA region as a critical market to justify the launch of appropriate social media and email marketing campaigns, leading to a 25% increase in profit
- Negotiated contract deals to release a montage video (goo.gl/tc8TnZ) for Cheer Straps at the nation's largest collegiate cheerleading event, leading to national exposure and a 300% increase in revenue

SIDE PROJECTS

Vocado (www.getvocado.com)

San Francisco, CA

Product Manager

December 2016 – Present

- Built an AI and natural language processing dating app for Amazon Alexa to replicate real life voice behaviors
- Created and maintains the Vocado website (via HTML, CSS, and JavaScript) and MailChimp email campaigns

LEADERSHIP

Professional Services Advisory Board

Atlanta, GA

Lead Representative

February 2016 – November 2016

- Elected by peers as a representative for the largest organization at Manhattan Associates, Professional Services Advisory Board, managing a ~\$10,000 budget for company networking events and social life
- Coordinated networking events for Manhattan Associates, leading to over a 150% increase in attendance from the previous year and 75% attendance of all current Manhattan Associates Professional Services co-workers

EDUCATION

Georgia Institute of Technology – Scheller College of Business

B.S. Business Administration; Concentration in Information Technology

- Dean's List
- Hope Scholar
- Division I Athlete

OTHER

Skills: Product management, product development, data analysis, SQL, business operations, project management, client engagement, business strategy, web development, digital marketing, Microsoft Excel, HTML, CSS

Certifications: Google Analytics Individual Qualification (IQ)

Interests: Tech, education, pro bono consulting, public speaking, traveling, Olympic weightlifting, music