

Anisha Arora

Aroraanisha1102@gmail.com | +16468998120 | LinkedIn: [aroraanisha1102](#) | [Portfolio](#) | Atlanta, GA

EXECUTIVE SUMMARY

AI-first Strategy & Operations professional with 4+ years driving GTM strategy, 0-to-1 AI product launches, and revenue growth across startups and enterprise tech. Builds and ships AI-powered tools to automate operations and accelerate decision-making; not just an operator, but a hands-on builder. Seeking to bring that speed and ownership to a frontier AI organization.

SKILLS

- **Strategy & Business Operations:** GTM Strategy, Product Operations, Cross-Functional Leadership, Stakeholder Management, P&L Management & Forecasting, KPI/OKR Design, Pricing Strategy
- **AI & Product Building:** AI Product Development, 0-to-1 Product Development, Prompt Engineering, LLM Integration, Claude Code, Cursor
- **Analytics & Experimentation:** SQL, Python, A/B Testing, Cohort & Retention Analysis, Funnel Optimization, Experiment Design, Customer & Market Research
- **Tools & Platforms:** Salesforce (SFDC), HubSpot, Power BI, Amplitude, Airtable, Jira

WORK EXPERIENCE

Reframe (YC S21)

Neuroscience-based alcohol reduction app with 5M+ downloads.

Strategy & Operations Manager | Atlanta, GA

May 2025 – Present

- Built and launched Melody, a 0-to-1 AI coaching product (Gemini 3.5) — engineered the prompt architecture and conversation logic powering personalized coaching and proactive outreach to 40K+ users; prototyped, tested, and iterated in 3 weeks using direct user feedback and behavioral data.
- Scaled MRR from \$45K to \$150K+ (3.3x) in 7 months by driving GTM execution and building core operating systems across onboarding, pricing, retention, and coach performance management.
- Engineered AI-powered performance dashboards to automate manual reporting and track coach response times, client outcomes, and engagement across a 60+ person contractor network.
- Led product and revenue analysis using user interviews, cohort analysis, A/B testing; synthesized insights into executive-ready recommendations that improved profit margins from 22% to 31%.
- Established recruiting, onboarding, and payroll systems from the ground up for 60+ coaches, enabling consistent service delivery as the company scaled.

CREDDnet

Platform modernizing private credit and alternative financing.

Product Operations Manager | New York, NY

January 2025 – May 2025

- Redesigned CRM infrastructure from scratch in Airtable and integrated an LLM (via Claude Code) to auto-generate pipeline summaries, follow-ups, and reminders; cutting partner follow-up cycles from 14 to 3 days (78% faster) and eliminating manual reporting overhead.
- Synthesized market research and client engagement data into product prioritization recommendations, informing investor updates and internal strategic planning.

New York University

Program Manager (Tech Platforms) | New York, NY

January 2024 – December 2024

- Drove enterprise platform initiatives across 7 NYU schools, managing cross-functional stakeholders (engineering, IT, vendors, leadership) to deliver digital systems impacting 300+ faculty and 10,000+ users.
- Owned end-to-end rollout of a cloud-based Learning Management System, achieving 85%+ adoption, and built Power BI executive dashboards to bridge technical and business teams and improve delivery visibility.

Salesforce

Account Executive | Mumbai, India

October 2022 – April 2023

- Achieved 120% quota attainment managing \$8M+ enterprise pipeline across Fortune 500 accounts, leading full-cycle GTM execution for MuleSoft (SaaS) solutions.
- Managed complex enterprise deal cycles from prospecting to close, engaging C-level and VP stakeholders on digital transformation initiatives; accelerated growth through channel partner-led GTM strategy and co-sell motion.
- Partnered cross-functionally with solutions engineering and marketing to position MuleSoft within the Salesforce ecosystem, driving multiproduct adoption and account expansion, including the first MuleSoft × KPMG partnership.

Hewlett Packard Enterprise

Enterprise Sales Consultant | Bengaluru, India

July 2021 – October 2022

- Owned a \$4M enterprise and SMB portfolio — sales strategy, solution design, pricing, and contract negotiations across hybrid cloud and infrastructure offerings.
- Drove adoption of HPE GreenLake and ProLiant Servers by aligning solutions to customer cost-optimization and infrastructure transformation goals; cut sales cycle time by 50% through pipeline optimization and CRM-driven forecasting.
- Exceeded FY22 targets by 135%, earning top regional performance recognition while scaling partner-led revenue through enablement of 70+ channel partners.

EDUCATION

New York University | New York, USA (With Distinction)

MS in IT Project Management

September 2023 – May 2025

Narsee Monjee Institute of Management Studies | Mumbai, India

MBA in Technology Management

June 2019 – May 2021

BS in Computer Engineering

July 2016 – May 2019

Certifications: [Project Management Professional \(PMP\)](#) , [Google Project Management](#), Anthropic AI Fluency Certifications