

DARSH SHAH

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EDUCATION

2022-2024	KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY <i>Master of Business Administration degree, June 2024</i> - Concentrations: Technology Management, AI & Strategy Dean's List Recipient GMAT: 770 - Led key initiatives at (1) Entrepreneurship & Venture Capital Club and (2) Kellogg Student Association	Evanston, IL
2013-2016	UNIVERSITY OF MUMBAI <i>Bachelor of Commerce (Major in Finance & Economics) CGPA: 6.62/7.00</i> Apprenticeship: Grant Thornton; led high-rigor financial audits with stringent regulatory scrutiny (PCAOB)	Mumbai, India

EXPERIENCE

2023-Present	PASS+ (B2B Vertical SaaS – Post-PMF Marketing Automation Platform with 25K users) Product Marketing Manager - Performed quantitative and qualitative user research to launch introductory reverse-free trial plan, developing unique value proposition messaging, helping improve website landing page traffic by 75% - Implemented customer acquisition experiments testing hypotheses across messaging, personas, and channels as introductory plan scaled to >1000+ customers and \$600K in ARR in 6 months - Directed subscription pricing update initiative across three plans, building messaging strategy in collaboration with marketing and customer success, generating \$360K in incremental revenue with minimal churn - Developed segment and persona-specific sales playbooks and marketing collateral, enhancing pitch effectiveness and driving a 15% quarter-over-quarter increase in conversion rates	Los Angeles, CA
2021-2022	SHARECHAT (Google-backed hypergrowth short-video platform with 180M MAU) Product Marketing Manager - Spearheaded GTM launch strategy for display ads, developing plan with Sales and Marketing identifying target markets and vertical-based recommendations; enabled \$60M ARR within 6 months of launch - Engineered positioning strategy against Google and Meta, leveraging platform's unique tier-II/III reach; collaborated with Marketing to execute targeted campaigns, boosting win rates 48% over 6 months - Created 10+ battle cards addressing key customer objections around privacy and measurement, collaborating with Marketing and Product teams, increasing sales confidence by 40% in data-sensitive deals - Facilitated 5 tailored ad products by conducting 50+ customer interviews to gather requirements, helping drive enhancements and product direction, accelerating launches by 30% and driving 35% revenue growth - Devised and implemented comprehensive onboarding content strategy for self-serve ad product, creating reviews and case studies; enhanced customer experience resulting in 35% increase in CSAT scores - Conceptualized and launched ShareChat's India-focused advertiser conference with multi-channel campaign, including in-booth activation and social media; generated \$8M+ pipeline and secured two partnerships - Collaborated with product team to design and implement alpha/beta tests on B2B self-serve advertising platform; refined user journey, reducing funnel drop-offs by 35% and increasing monthly sign-ups by 120,000+ - Received expedited promotion within <6 months of joining on account of extra-mile performance	Bengaluru, India
2017-2021	RAINSHINE ENTERTAINMENT (Global internet media player with interests in content and gaming) Manager, Corporate Development, May 2019 – September 2021 - Built revenue model for gaming-as-a-service subscription product, performed market assessment, and defined benchmarks influencing \$1M investment decision - Led \$3M investment in Nepali-language streaming platform, conducted opportunity sizing, created offline subscriber onboarding model to overcome limited regional online payment penetration - Launched long-format journalism platform (fiftytwo.in), secured \$3M allocation to build initial team and content pipeline, devised product strategy to leverage long-form content to develop high-value documentaries Assistant Manager, Financial Planning & Analysis, October 2017 – May 2019 - Spearheaded product marketing campaign by building consensus in a cross-functional team to execute a renewed geographic targeting strategy, achieving 50% profit growth through lower CPIs and higher ad revenues	Mumbai, India

PROJECTS

- Technical:** Data Analysis (SQL, Tableau, PowerBI, R), Tools (Figma, Retool, JIRA), Programming (Python)
- Interests:** Improv games, Strength training, Electronic music production, Craft coffee brewing