

DARSH SHAH

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PROFESSIONAL EXPERIENCE (IN ORDER OF RELEVANCE)

Oct 2024 - Present	EPIC GAMES (<i>Unreal Engine; AI Creator Tools & Creator Ecosystem</i>) Sr Analyst - Creator Ecosystem - Designed the operating model and automated guardrails behind Epic's AI Creator credits platform from scratch, turning messy per-call cost, cache-hit, and usage signals into clean launch rules and approval logic that removed ~\$25M in annualized margin risk - Built self-serve Claude Code workflows and scoped tools for 20+ finance and business users, converting ad hoc Workday, Salesforce, and Databricks requests into reusable analyses and removing a standing manual bottleneck across finance, product, and ops - Stood up the recurring creator-tools decision process linking product, GTM, and finance, translating roadmap, usage thresholds, and pricing exceptions into one review that unblocked launch and budget calls - Built the close and QBR reporting dashboards for Unreal Engine's creator ecosystem (royalty, licensing, bookings), giving leadership the operational visibility to reallocate budget, headcount, and investment	Remote
2021 - 2022	SHARECHAT (<i>Google-backed social platform, 180M MAU</i>) Strategic Finance, Manager - Made Salesforce the single source of truth for 100+ ad sales reps by designing approval routing and Sales-to-Legal-to-Finance-to-Ad-Ops handoffs from scratch, driving 99% adoption and closing data gaps across the deal lifecycle - Built customer operations from the ground up - JIRA service desk, Confluence self-service, a support team, and turnaround SLAs - cutting customer complaints 38% - Ran A/B tests on the self-serve (B2B) advertiser onboarding site and rebuilt the funnel, cutting drop-offs ~35% and lifting monthly sign-ups by 120k+ - Built ShareChat's first 3-month revenue-forecasting workflow (Salesforce schema, approval flow, reporting outputs), holding monthly revenue within 5% of actuals	Bengaluru, India
2023	PASS+ (<i>Vertical SaaS platform, 25K users</i>) Chief of Staff (MBA Intern) - Repriced three SaaS plans around usage, storage cost, and churn risk while owning the end-to-end customer migration, shaping \$500K in annualized EBITDA growth - Reframed the free trial as a paid-experience preview, lifting paid conversion ~25% (\$390K annualized gross profit) from churn-risk analysis and 20 user interviews	Los Angeles, CA
2017 - 2021	RAINSHINE ENTERTAINMENT (<i>Media/Gaming Investment Platform</i>) Corporate Development and Finance, Manager - Drove post-merger integration across five acquired companies, building a centralized operating and HR system that enabled group-wide resource-sharing and added \$2.5M in profit - Built a Python pipeline automating 10+ data sources into a central data lake, replacing manual reporting and standardizing decision data across the organization	Mumbai, India

EDUCATION

2022-2024	NORTHWESTERN UNIVERSITY KELLOGG SCHOOL OF MANAGEMENT Master of Business Administration (MBA) Concentrations: Strategy and Finance Dean's List Recipient GMAT: 770	Evanston, IL
2013-2017	INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA Chartered Accountant Cleared all exams in first attempt (top 1% across ~130k candidates)	New Delhi, India
2013-2016	NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS MUMBAI UNIVERSITY Bachelor of Commerce (Major in Finance) CGPA: 6.62/7.00	Mumbai, India

ADDITIONAL

Tools

- SQL, Python, Databricks, Salesforce, Workday, Tableau, PowerBI, JIRA, Confluence, APIs, GitHub Actions, Docker

Side Projects

- Built a GitHub Actions/Docker path for finance-built Streamlit apps on internal SSO infrastructure, turning analyst prototypes into governed, self-serve tools