

DARSH SHAH

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PROFESSIONAL EXPERIENCE

Oct 2024 - Present	EPIC GAMES (<i>Game Dev Tools</i>) Finance & Strategy AI Product Launches & Analytics - Stood up cross-functional launch reviews for Epic's agentic Game Dev Tools, aligning Product, Engineering, and GTM on readiness gates, usage thresholds, and pricing tradeoffs before go-live - Shipped schema-aware Claude Code workflows and enablement for 20+ finance and business users, turning one-off analyses into reusable skills across 10+ workflows - Built a real-time usage-and-cost view for a new product with no usage priors, helping Engineering track per-unit profitability and flag usage-curve drift against \$10M+ in cost exposure	Hybrid
2021 - 2022	SHARECHAT (<i>Google-backed short-video platform, 180M MAU</i>) Product Marketing & Growth (Consumer Products) - through role expansion - Ran A/B tests on the self-serve advertiser funnel with Product, rebuilding the user journey from data to cut drop-offs ~35% and add 120K+ monthly sign-ups - Devised onboarding content strategy for ShareChat's self-serve ad product using reviews and case studies, increasing customer satisfaction 35% - Launched a creator monetization product using user personas, qualitative research, and usage data, lifting retention 50% and daily streamed minutes by 1.6B (~\$14.4M revenue impact) - Led launch and GTM of a new short-video ads business line, defining customer value prop and roadmap and partnering with Product and Engineering on prioritization to reach \$60M ARR within 6 months - Engineered a profitable scale-up plan and secured a \$10M quarterly performance-marketing budget by establishing robust LTV/CAC success metrics	Bengaluru, India
2023	PASS+ (<i>Vertical SaaS platform, 25K users</i>) Chief of Staff Product Marketing & Growth (MBA Intern) - Redesigned the free trial into a reverse free trial using churn-risk analysis and 20 user interviews, lifting paid conversion ~25% and adding \$390K in annualized gross profit - Implemented acquisition experiments testing hypotheses across messaging, personas, and channels as the introductory plan scaled to 1,000+ customers and \$600K ARR in 6 months - Directed subscription pricing update across three plans, building messaging strategy with Marketing and Customer Success to generate \$360K in incremental revenue with minimal churn	Los Angeles, CA
2017 - 2021	RAINSHINE ENTERTAINMENT (<i>Media/Gaming Investment Platform</i>) Corporate Development & Finance, Manager - Designed an offline subscriber onboarding model for a Nepali-language streaming platform to overcome limited online payment penetration, supporting a \$3M investment - Optimized product marketing through a renewed geographic-targeting strategy, achieving 50% profit growth through lower CPIs and higher ad revenue	Mumbai, India

EDUCATION

2022-2024	NORTHWESTERN UNIVERSITY KELLOGG SCHOOL OF MANAGEMENT Master of Business Administration (MBA) Concentrations: Marketing & Strategy Dean's List GMAT: 770	Evanston, IL
2013-2016	NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS MUMBAI UNIVERSITY Bachelor of Commerce (Finance)	Mumbai, India

ADDITIONAL

Product Builds

- Cadence: local-only macOS meeting-notes app with system and mic capture, WhisperKit transcription, local summaries, action items, and Markdown export ([GitHub](#))
- glm-codex-relay: local relay that lets Codex run GLM-5.2 as a bounded worker, translating API requests and saving trace and review bundles ([GitHub](#))

Certification

- Chartered Accountant (ICAI) | Top 1% across ~130k candidates

Tools

- SQL, Python, Databricks, Salesforce, JIRA, Figma, Tableau, PowerBI, Claude Code