

# Manav Sharma

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## SUMMARY

Engineering Management graduate student with 5+ years of experience in digital product leadership and growth strategy. Proficient in AI integration, data analysis, and productivity tools. Agile learner who values integrity, empathy, punctuality, and attention to detail. Seeking leadership roles to drive innovation and growth.

## EDUCATION

**North Carolina State University**, Raleigh, NC | Master of Engineering Management Aug 2025 - May 2027  
Courses: Project Management, New Product Creation, and AI for Engineering Managers GPA: 3.67/4.0

**Savitribai Phule Pune University**, Pune, India | Bachelor of Engineering in Computer Science Jul 2015 - May 2019  
Courses: Software Engineering, Database Management Systems, and Data Analytics GPA: 3.5/4.0

## SKILLS

**Languages:** HTML5, CSS3, JavaScript, SQL, Python

**Software:** Microsoft Office (Advanced Excel), Google Workspace, WordPress CMS, Figma, Jira

**BI Tools:** Google Analytics, Power BI, Tableau, SharePoint

**Core Skills:** Roadmap Planning, Customer Acquisition, A/B Testing, Agile/Scrum, SEO/GEO, Data Visualization

**Interpersonal Skills:** Communication, Stakeholder Management, Cross-Functional Collaboration, Leadership

**Certifications:** AWS Certified AI Practitioner, Certified Scrum Product Owner (CSPO), Google UX Design

## WORK EXPERIENCE

**AI Search Optimization Intern** | Lenovo | Morrisville, NC, USA Jun 2026 - Aug 2026

- Directed competitive intelligence initiatives via **automated pipelines across 6 LLMs**, benchmarking brand positioning against key competitors in real time.
- Architected product strategy** and data schemas for career pages to drive Generative Engine Optimization (GEO), **boosting owned AI citations from 40% to over 65%**.
- Redesigned root web portal architecture** into a multi-track URL network, transforming a static 6-page site into a high-density, search-indexable ecosystem for AI crawlers.

**Managing Director** | Times Algo | Jaipur, RJ, India Aug 2019 - Jun 2025

- Founded and led Times Algo, scaling product strategy for **10+ global client initiatives** and **increasing Q1 client retention by 25%**.
- Owned **end-to-end product lifecycles** across web and CMS platforms from ideation to launch, **reducing time-to-market by 25%** and **growing user bases by 40%**.
- Directed product experimentation via **A/B testing** and feedback loops, achieving **32% higher conversions** and a **28% increase in session duration**.
- Conducted **competitor research and behavioral analytics** (GA, SEMrush) to prioritize feature backlogs, **cutting bounce rates by 18%** and **boosting leads by 22%**.

**Business Research Intern** | Pragati Land Developers | Jaipur, India Jan 2019 - Mar 2019

- Executed market research** across 15+ firms via SQL, uncovering user insights that improved lead targeting efficiency by 12%.

**Marketing Intern** | Baclic Ventures | Mumbai, India Aug 2018 - Nov 2018

- Analyzed acquisition metrics via Google Analytics, optimizing keyword positioning to **increase search traffic by 45%**.

## PROJECTS

- CardSail (Figma):** Designed a credit card application UI/UX flows, **cutting task completion time by 30%**.
- IPSWFiles.com:** Built Next.js web app for 5,000+ monthly users, **speeding load times by 40%**.
- Credit Card Complaint Dashboard (Tableau):** Built an interactive dashboard **analyzing 86k+ US complaints** to guide redressal processes.

## EXTRACURRICULARS

- Social Media and Communications, NCPMI Student Club:** Increased **member enrollment by 22%**.
- Vice Chair, IEEE TEMS NCSU:** Co-led a student chapter of **40+ members** and directed executive strategy.