

SHREYANSH OJHA

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Senior Product Manager | Consumer Growth & AI

Consumer-growth and AI product manager who takes products from 0 to 1. Redesigned a new-user funnel that lifted activation 28% and retention 9%, shipped LLM features that grew session depth 18x, and built AI agents into how the team ships.

EXPERIENCE

Cinequest Inc.

San Jose, CA

Film and creativity organization behind the Cinequest festival, with sister company Creatics, a social platform for fans and creators.

Senior Product Manager

Aug 2025 to Present

- Led product strategy and roadmap for a new consumer product (0 to 1) with a **10–15 person engineering, design, and ops team**; designed the prototype and pitch that helped secure **\$650K in funding**, validating product-market fit through pilots that converted at **35%**.
- Shipped an LLM conversational feature across **12 titles** using retrieval (RAG) over source scripts and an evaluation framework; grew post-watch session time from **20 seconds to 6 minutes** at **under 3% error**.
- Built internal **AI agents with tool use and eval loops**: a PRD drafter grounded in the design system, and a demand-validation agent that flags a product's riskiest assumption before build.
- Built end-to-end content infrastructure that cut per-asset production from **~24 hours to minutes** and the release cycle by **70%**, saving **1,000+ engineering hours/year** while supporting **20,000 assets at festival peak** at 99.9% accuracy.
- Replaced a vanity DAU metric with a north-star ("**stories shipped**") and cut a feature that lifted DAU but dropped completion **8 points**, prioritizing real user output over vanity growth.

Product Manager

Feb 2023 to Aug 2025

- Diagnosed an activation cliff in the new-user funnel and led a cross-functional redesign (Design, Eng, Data); A/B-validated lifts of **+28% activation**, **+9% retention**, and **+12% creator submissions**.
- Drove **+15% revenue** and **+20% active users** by launching personalization and social features, prioritized against a crowded backlog by revenue impact.
- Cut creator-tool **drop-off 22%** and lifted **engagement 18%** by reprioritizing the roadmap around the highest-drop steps in the user journey.
- Turned around a dormant creator-engagement feature: drove **200+ filmmakers** to host (from near-zero), a **~400% RSVP lift**, and **\$34K in creator tips** through a 3.5% rev-share model.
- Delayed a launch on our youth platform by two to three weeks to instrument analytics first; the data exposed users skipping long instructions, so I replaced them with visual guides, lifting first-month **activation 22%**.

Vera Bradley

Roanoke, IN

Product Manager Intern

May 2022 to Aug 2022

- Redesigned the product-page zoom experience with Engineering, informed by 20+ user interviews; lifted **click-through 70%** and session duration 1.7%.
- Built a data-backed image framework (GA + journey analysis) that standardized product visuals and cut photo-production costs **~\$500K/year**.

Bloom AI

Durham, NC

Student Product Manager

Sep 2021 to Dec 2021

- Identified an underserved segment and shaped go-to-market positioning for an early-stage AI tool, validating differentiation through 30+ interviews and competitive analysis.

EDUCATION

Duke University Master of Engineering Management (MEM) · GPA 3.75

2021 to 2022

Vellore Institute of Technology B.Tech, Information Technology

2017 to 2021

PROJECTS & LEADERSHIP

- **ReelSense & WhatNow**: built AI personal products for intent-based film recommendations and mood-based activity planning.
- Co-founded an international hackathon (10K attendees); secured **\$65K+ in sponsorships** and advised early-stage startups on product and growth.

SKILLS

AI & Data: LLMs & GenAI, AI evaluation frameworks, prompt engineering, RAG, Amplitude, Mixpanel, GA4, SQL, Python, Tableau

Product: Product strategy, roadmapping, A/B testing & experimentation, funnel & cohort analysis, activation & retention, growth, go-to-market, user research