**ANUSHUYA ETHIRAJ**

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**EDUCATION**

**Northeastern University - *Boston, MA***   ***May 2025***Master of Science in Engineering Management *(CGPA: 3.5/4)*

*Relevant Coursework:* Digital Product Design & Management, Product Development for Engineers, Deterministic Operations Research, Computation & Visualization.

**Panimalar Institute Of Technology - *Chennai, India***  ***June 2021***

Bachelor Of Engineering in Computer Science Engineering

**SKILLS**

**Technical Tools:** Word, Advanced Excel (VLOOKUP, Pivot Tables), PowerPoint, Microsoft Office 365, SQL (Aggregate functions, joins), C++, C, Python, Java, Canva, Figma, Balsamiq, R, Tableau, PowerBI, MixPanel, Google Analytics, Data Wrapper, Flourish, Hitachi, Azure, AWS, GCP, ServiceNow, Azure, Jira, SharePoint, Trello.

**Program/Product Management skills:** Market Research, Competitor Analysis, Product Lifecycle Development, Product Roadmap, Product Analytics, Business Development, Agile, Waterfall, User Experience Design, Customer Relationship Management (CRM), Requirements Gathering, Root Cause Analysis, Leadership, Technical Support, Troubleshooting, Collaboration, Leadership, User Research, User Stories, Prototypes, Wireframes.

**WORK EXPERIENCE**

**Technical Product Specialist - *Freshworks, India***  ***Sep 2021 - Aug 2023***

* Led the management of **20+** US mid-market accounts, driving a **30%** reduction in Mean Time to Resolution **(MTTR)** for the Freshservice product by aligning technical resolutions with product goals and user needs.
* Collaborated **cross-functionally** with Product Management to influence product features & roadmaps by providing actionable insights from client feedback using **JIRA**, resulting in **75%** increase in feature prioritization efficiency.
* Optimized complex business workflow, operations, asset, and project management modules using Freshservice and CRM tools, increasing the First Contact Resolution **(FCR)** rate by **28%.**
* Developed and implemented underwriting guidelines and product coverage enhancements to improve product performance.
* Streamlined swift resolution of critical product issues as the primary contact for **major incidents**, coordinating closely with Engineering and Product teams to reduce outages and downtime by **60%**, improving customer satisfaction.
* Spearheaded a **user feedback loop**, collecting and analyzing data via Excel and **PowerBI**, resulting in a **50-point** rise in FAQ views and a **30-point** rise in documentation downloads, directly boosting overall user engagement.
* Developed **KPIs** and performance dashboards using **SQL** and **Tableau** to monitor team performance, leading to a **38%** improvement in workload efficiency and enhanced decision-making for product support teams.
* Collaborated with various teams, including Finance, Actuarial, Field Sales, Research and Development, Risk Management, and Claim, to achieve project goals.

**PROJECTS**

**Worldify: A Language and Cultural Training App for Global Professionals, *Northeastern University, Boston*   *Jan 2024***

* Conceptualized and led the development of Worldify, a first-of-its-kind language and cultural training **product prototype**, incorporating market research insights to define product requirements and prioritize features.
* Conducted **user testing** to validate product-market fit, leading to the design of a roadmap that targeted **59.5 million** users, with a projected revenue of **$3.33** **million**.
* Quantified the impact of pricing decisions and analyzed **marketplace data** to inform strategic decisions.
* Utilized **Trello** to manage project milestones and track progress while crafting **PRD** and **MRD** documents detailing Worldify's vision, features, market positioning, and strategic roadmap. This led the project to rank best among 50 students across 10 teams.

**Comparative and Statistical Analysis of Global Food Waste, *Northeastern University, Boston*  *Sep 2023***

* Assessed and rendered more than **1 million** data rows, synthesizing insights that guided the development of potential market solutions for food waste reduction.
* Steered the **data-driven market research** using **R** and **Minitab** to identify customer pain points, refining feature sets to address key market demands.

**Real-Time Fire Detection and Video Alerting System, *Panimalar Institute Of Technology, India***  ***April 2021***

* Coordinated **product development** efforts of a real-time fire detection system, integrating **YOLO v3** object detection algorithms with sensor technology to enhance fire detection accuracy and safety responses.
* Applied **Asana** to track milestones and manage tasks, ensuring seamless integration of hardware and software components while facilitating team efforts to deliver the system on time. Published in **IRJET** (Volume 8, Issue 4, 2021).

**AWARDS & RECOGNITION**

* Awarded and recognized as the **“Top Performer of Freshservice Support Q1 2023,”** achieving a **99%** Customer Effort Score, which contributed to enhanced product usability and a significant increase in customer retention rates.