

# PRITHVI RAKHYANI

PRODUCT OWNER AND PROJECT MANAGER

[Email](#) | [Phone](#) | [LinkedIn](#) | [Portfolio](#)

## PROFESSIONAL PROFILE

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Strategic and data-driven technical architect with expertise in digital innovation, automation, and scalable product development. Experienced in building scalable web solutions, driving engagement through data analytics, and leading full project lifecycles. Passionate about identifying inefficiencies, leveraging technology to solve complex challenges, and delivering customer-centric products that enhance user experiences and retention while driving measurable business growth.

## CORE COMPETENCIES

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- Product and Platform Development
- UX & Digital Experience
- Project Management
- Data Analysis and Visualization
- Digital Marketing and SEO
- Automation and Process Optimization

## WORK EXPERIENCE

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PAINTING CONTRACTORS ASSOCIATION (PCA) | ST. LOUIS, MO | APRIL 2021 TO PRESENT

### DIGITAL INNOVATION DIRECTOR

- Charted successful course of transforming the company's digital presence by designing and developing accessible, user-friendly, and SEO-optimized WordPress websites, boosting site traffic from 30K to 231K sessions within two years through optimized content architecture, and improved UI/UX.
- Engineered, developed, and launched a custom membership management platform, processing over \$500K in transactions within six months, and saved the organization over \$15K annually. Independently and securely migrated user profiles and payment information of over 1,200 members with no downtime. Designed custom member portals and filtering systems to streamline reporting and management.
- Piloted the development of multiple digital platforms to enhance our service offerings and increase member engagement by 40%. These included:
  - **PCA Overdrive** (Streaming Service): Empowered the launch of the industry's first dedicated streaming platform, amassing over 700 hours of exclusive content and generating 1M+ listens annually.
  - **Painter Training** (LMS): Learning Management System offering interactive educational training that has served over 2,200 users to date, and improved member retention by 25%.
  - **Marketplace** (eCommerce): A dual-purpose platform featuring a digital storefront and a partner-driven marketplace.
- Increased new memberships by 15% by deploying AI-powered chatbots and automated marketing workflows (Zapier, Looker Studio, ConvertKit) to streamline CRM integrations, behavioral tracking, and email sequences. Achieved \$50K+ in annual savings by replacing expensive third-party tools with cost-efficient in-house alternatives—without compromising functionality.
- Managed cross-functional teams (developers, video editors, content specialists) to execute product roadmaps and scale events like the PCA EXPO's success— scaling it to a yearly 900+ attendee national event.

UNIVERSITY OF NORTH CAROLINA GREENSBORO | GREENSBORO, NC | JANUARY 2019 TO DECEMBER 2021

### WEB DEVELOPER

- Designed and maintained 15+ WordPress websites, leveraging HTML, CSS, PHP, and JavaScript in a Bootstrap framework to align with faculty, student, and staff needs. Conducted usability testing and site performance analysis (Google Analytics) to enhance navigation, UX design, and ADA compliance.
- Enhanced website accessibility and usability by using tools like Figma and Photoshop to create visually compelling and inclusive digital experiences.
- Led monthly training sessions, equipping faculty and staff with web content management skills and improving digital literacy across the university.

## RESEARCH ANALYST

- Conducted in-depth due diligence investigations on global entities and individuals for international corporate clients, assessing compliance risks and regulatory exposure, and produced comprehensive risk assessment reports in English, Spanish, and Portuguese.
- Performed daily watchlist screenings across global financial databases, identifying potential liabilities and escalating red flags that informed corporate risk mitigation strategies.

CORPORACIÓN LA PRENSA | PANAMA CITY, PANAMA | AUGUST 2017 TO FEBRUARY 2018

## JR. PRODUCT SPECIALIST / JR. PROJECT SPECIALIST

- Built and launched an innovative digital real estate platform modeled after Zillow.com, "Metro Por Metro", for Panama's leading newspaper, generating 20,000+ views in its first month. Drove social media marketing efforts and conducted nationwide outreach to real estate developers and property owners.
- Authored go-to-market strategies for digital startups, including a national eCommerce platform and digital ticketing service, expanding revenue opportunities and market reach.
- Awarded "Young Associate of the Year" for high-impact contributions within the first quarter.

## EDUCATION, CERTIFICATION, AND HONORS

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### MASTER OF SCIENCE (M.SC.) IN INFORMATION TECHNOLOGY AND MANAGEMENT, CYBER SECURITY MINOR, 2019

- University of North Carolina at Greensboro, Greensboro, NC
- Participated in the Humana-Mays Healthcare Analytics 2019 Case Competition

### BACHELOR OF SCIENCE (B.SC.) IN COMPUTER CRIMINOLOGY, BUSINESS MINOR, 2017

- Florida State University, Panama City, Panama/Tallahassee, FL
- Founded Debate Club and Music Club
- Vice-President of Panamanian Student Association

### CERTIFICATIONS, TRAINING, HONORS

- Elements of AI, University of Helsinki
- Python/R Programming, DataCamp
- Awarded 'Best Delegate' at 12+ national and international debate conferences, including HACIA Democracy (organized by Harvard University)

## PROFESSIONAL AFFILIATIONS AND VOLUNTEERISM

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- Lambda Alpha Epsilon
- City League Run-A-Thon, St. Louis, MO, USA, September 2023
- TECHO, Panama City, Panama, October 2014
- Friends Foundation for Children with Leukemia and Cancer (FANLYC), Panama City, Panama, December 2013

## ADDITIONAL INFORMATION

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**Languages:** English, Spanish (fluent/native), Hindi (fluent/native), Italian (beginner)

### **Technical Proficiencies:**

- **Technical:** HTML5, CSS3, PHP, Python, MySQL, SEO
- **Tools & Platforms:** WordPress Web Development, Figma, Adobe Photoshop / Premiere Pro, Canva, Google Data Suite (Analytics, Looker Studio, Search Console), Hotjar, Microsoft Clarity
- **Project Management:** Agile, Scrum, Jira, Trello, Zapier