

YASHA MASOOD

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Data-driven strategy and product professional with hands-on experience spanning product management, market research, financial analytics, AI-enabled workflows, and community building across fintech, EV, and product internships. Delivered a 23% revenue outperformance through a U.S. market-entry strategy, built and shipped an AI-powered app validated against a \$21.4B market, eliminated 30% of manual reporting overhead through automation, and currently drive executive-level product and market intelligence work for a 300-user startup pilot.

WORK EXPERIENCE

Ubiq (by Tito Inc)

Aug 2026 – Present

Product Management Intern

- Own a product area end-to-end for a 300-user pilot, running continuous discovery and synthesizing 14 structured findings (bugs, UX issues, product opportunities) into a SWOT analysis, competitive/industry research, and a prioritized, stakeholder-ready roadmap presented directly to the COO.
- Partner with product, engineering, and QA teams to define acceptance criteria, scope fixes, and ship on a healthy cadence, leading 2 market-expansion launches while building AI-assisted workflows that translate complex signals into resource-allocation and growth decisions.

SHE-E-O Ventures

2026 – Present

Founding Member

- Founded, scaled, and operationally managed a 200+ member women's wealth and entrepreneurship community from the ground up, acquiring 25 paying clients within the first two months through targeted outreach campaigns and tailored business propositions, and coordinating recurring programming, stakeholder engagement, and event logistics that strengthened member retention.

MEDICROSS Pharma Chem

Summer 2025

Product Strategist & Go-To-Market Intern

- Analyzed the competitive pharma-chem market landscape, studying the company's core product, positioning, and market dynamics to identify white-space opportunities against competitors.
- Designed and proposed a new go-to-market strategy for the product, translating competitive and market research into stakeholder-ready recommendations to help the company navigate a crowded market.

FounderLink

May 2023 – Aug 2023

Data Analyst Intern

- Served as primary liaison across 4 cross-functional departments and technical delivery teams, gathering and validating business requirements and translating them into structured user stories, acceptance criteria, and governance frameworks across the Agile Scrum lifecycle.
- Unified 3 disparate SQL sources into a single reporting layer powering 5 interactive Power BI dashboards for a 15-person leadership team, automating 8+ pipelines that eliminated 30% of manual reporting overhead and cut weekly processing time by 15%.

Xplore EV

Jan 2023 – Apr 2023

Business & Data Analyst Intern

- Built a multi-variable financial forecasting model in Python and Excel achieving 92% accuracy across a 6-month horizon, directly informing data-backed investment decisions and strategic recommendations for leadership.
- Designed and maintained Power BI dashboards monitoring 10+ operational KPIs, applying statistical modeling and data visualization techniques that identified adoption friction and drove an 18% reduction in operational costs.

EDUCATION

Master of Science, Management of Technology

New York University (NYU) • GPA: 3.55/4.00

May 2026

Relevant Coursework – Design Strategies, Business Management, Financial Analysis, Global Innovation

Bachelor of Technology, Computer Science Engineering

SRM University, India • CGPA: 8.6/10

May 2024

Relevant Coursework – Big Data Analytics, Data Science, Machine Learning, AI, Business Analytics

PROJECTS

Market Strategy Consulting – Green Carbon Solutions

- Combined client workshops, market research, and data analysis to develop 5 buyer personas and a U.S. go-to-market business case for an agricultural biotech product's market entry, driving 23% revenue outperformance against client projections.

Aurora – AI Student Scheduling App ([link](#))

- Led end-to-end product strategy for an AI-powered scheduling app as sole PM, from multi-round user research and competitive analysis through prototyping and UAT, building a conversational AI planner feature and validating product-market fit against a \$21.4B market.

Skin Cancer Detection System using CNN

- Built and optimized a CNN-based melanoma classification model (Python, TensorFlow, Keras, OpenCV) trained on medical imaging data, achieving 94% accuracy and cutting inference time by 22% through targeted architectural refinement.

SKILLS

Strategy & Analytics: Market research, competitive & industry analysis, business case development, financial modeling & forecasting, KPI design, strategy consulting

Product & Project Management: Product strategy & roadmapping, PRD & user story writing, requirements gathering, UAT, Agile/Scrum, backlog prioritization, stakeholder management

Data, AI & Technical Tools: SQL (joins, CTEs, subqueries), Python (pandas, NumPy, scikit-learn, TensorFlow, Keras, OpenCV), Power BI, Tableau, Excel (PivotTables, Power Query), AI-assisted workflows (Claude, AI agents)

Leadership & Communication: Executive/C-suite presentations, cross-functional team leadership, client & stakeholder relationship management, people & performance management

Tools & Platforms: Jira, Azure DevOps, Git/GitHub, PowerPoint, Salesforce