

Yashika Somani

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TECHNICAL SKILLS

Project Coordination & Strategy: Analytical Thinking, Open Innovation, Market Research, Strategic Roadmapping
Data Analysis & Tools: JavaScript, Python, SQL, Excel, NoSQL, MongoDB
Software & Automation: C++, TypeScript, Git, AWS, Google Cloud Platform, Zapier, Make, Google Apps Script
PM Tools: SDLC, CI/CD, Jira, Trello, ClickUp, Agile Scrum, Hubspot CRM, Miro, MS Suite

EDUCATION

University of Waterloo | BAsC in Systems Design Engineering Sept 2023 – Apr 2028

- CGPA: 3.96/4.0
- **Coursework:** Data Structures and Algorithms, Human Factors in Design, Digital Systems
- 1B Term Dean's Honor List (top 10% of class), 4x Term Elected Academic Representative
- **Activities:** Strategic Consultant (Rem on Campus), Logistics Lead (Tech+ UW), Organizing Team (Hack the North), Badminton Club, Indian Student Association, Socratica

EXPERIENCE

Sales Operations Analyst - Los Angeles, California Jan 2026 – Present
Harbinger Motors (Series C)

- Analyzing sales pipeline and operational data to identify revenue bottlenecks and inform go-to-market and commercial strategy decisions.
- Building forecasting and performance models to support pricing, deal structuring, and resource allocation across sales and product teams using **JavaScript** and **Google Apps Script**.
- Implementing automations to optimize data models, currently increasing accuracy and time efficiency by **90%**.

Product Strategy Analyst - Vancouver, British Columbia (Remote) Jan 2026 – Mar 2026
myABAKiS

- Conducting market and competitive analysis of the ABA therapy SaaS landscape to identify gaps, differentiation opportunities, and strategic product positioning through primary and secondary research.
- Developing data-driven strategic insights to inform long-term product roadmap and commercialization decisions in a highly regulated healthcare technology market.

Business Operations Analyst - Waterloo, Ontario May 2025 – Aug 2025
Pepper - Pomegranate Technologies (Series B)

- Optimized processes by identifying strategic inefficiencies in business workflows through **SQL**-based analysis in Redash, enabling an **85%** reduction in analysis time via **Python** scripts.
- Led the development and execution of automation roadmaps for brand outreach processes using **Make** and **Zapier AI**, cutting operational time by **75%**.
- Researched, evaluated, and implemented **AI technologies and agents** to reduce manual intervention and error rates by **45%**, driving data-informed decisions across cross-functional teams.

Product Engineer - Kitchener, Ontario Sept 2024 – Dec 2024
DOZR, Inc. (Series B)

- Automated supplier website processes via **TypeScript**, reducing manual effort times by **82%** and providing real-time insights for business intelligence decision-making.
- Led sprint planning and execution in an **Agile Scrum** environment by facilitating daily stand-ups and biweekly sprint meetings, improving team coordination and accelerating feature delivery.

Product Consultant - Waterloo, Ontario May 2024 – Sept 2024
Video Hero

- Conducted competitive market analysis, assessing industry trends and reduced drop-off rates by **36%** by implementing automated follow-up systems in **HubSpot CRM**.
- Designed and executed an A/B testing framework, optimizing customer engagement strategies and improving conversion rates by **67%**.
- Spearheaded the automation of relationship management workflows, expanding the client base by **300%**.