

Anirudh Kumar

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Product analytics & applied-AI lead — 7 years across fintech and consumer growth (Intuit, LTV, Self Financial). Owns experimentation, growth analytics, and LLM-driven workflows end-to-end; ships products solo (pastedrop.ai, trimtext.dev).

EXPERIENCE

SELF FINANCIAL — Austin, TX (Remote)

Apr 2025 – May 2026

Lead Growth Analyst

- Pre-paywall analytics partner to Product; ran 10+ A/B tests across activation and conversion, shaping pre-launch metrics
- Built Growth Dashboard for funnel performance, channel mix, friction diagnosis, and segment-level opportunity sizing
- Owned the Experiment Dashboard — stat-sig pacing, visitor volume, and per-test performance
- Built internal AI/analytics tooling: Slack/Confluence knowledge scrapers and Redshift data-dictionary generator
- Introduced LLM workflows into recurring analytics deliverables and helped teammates apply Python/AI tooling

THE LIFETIME VALUE COMPANY — New York, NY

Jan 2023 – Jul 2024

Senior Business Intelligence Manager

- Owned analytics for consumer brands generating \$20M+ annually: dashboards, A/B tests, quarterly KPI reviews
- Built 200+ parameter customer dataset to revive segmentation, experimentation, and product-performance readouts
- Stood up a fraud-detection model that backstopped the vendor system at 90% correlation to flagged events
- Increased Trustpilot review volume 5x via clustering, segmentation, and targeted Email/Product outreach

Business Intelligence Manager

Mar 2021 – Dec 2022

- Deployed Python web scrapers for live competitor pricing, SEO, and category-trend insights
- Used NLP/AI on reviews and surveys to improve product copy: conversion +3%, refund rate -5%, rating +10%
- Owned the A/B-test evaluation framework that standardized experiment ramp and readout across BI

INTUIT — Mountain View, CA

Feb 2019 – Mar 2021

Senior Data Analyst / Data Analyst (Intern, Summer 2018)

- Owned TurboTax Full Service analytics for expert quality, scoring, error rates, experiment readouts, Tableau reporting
- Built \$75M-favorability headcount forecast vs bottom-up plan; automated 300+ hours of finance/reporting work

SELECTED PROJECTS

PasteDrop — pastedrop.ai · 2026 · Zero-login ephemeral text sharing via two-word URLs that auto-expire

TrimText — trimtext.dev · 2026 · AI text-compression utility for turning bloated prompts/outputs into concise, usable text

Chrome Extensions / KaiBuilds · 2025–2026 · Refresh All Tabs + TackNote Chrome MV3 workflow utilities

SKILLS

AI / LLM: LLM workflow automation, prompt engineering, RAG, multi-agent orchestration, MCP integrations

Analytics: Python, SQL, A/B testing, product analytics, BI, Tableau, JavaScript, NLP, AWS, GCP

EDUCATION UC Berkeley — B.A. Economics · GPA 3.95 · GMAT 750

Aug 2015 – Dec 2018
