

LALITHYA RAO CHAVALA

AI Product Manager · Builder · Growth & GTM

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PROFESSIONAL SUMMARY

AI-native product manager and builder with 5 years of end-to-end ownership across AI product operations, growth systems, and GTM execution at a US-based fintech. I don't just manage AI products — I build them. I have shipped a 5-agent AI auditing system, a weather-driven ad campaign engine, a production RAG-based chatbot serving 53,000+ messages at 100% uptime, multi-market content infrastructure driving 4M+ organic impressions, and enterprise knowledge systems serving 1,600+ employees globally. I operate as a solo IC with founder-level ownership, report directly to the CTO, and move from ambiguous problem to shipped, measured solution without waiting for permission. My work sits at the intersection of AI, product, and growth — and I bring real technical depth to every role I take on.

KEY ACHIEVEMENTS

- 4M+ organic impressions across 8 international markets in 6 months — AEO/SEO framework built from scratch
- 53,940+ chatbot messages · 2,158 users · 100% uptime SLO · 5m 50s avg session — production RAG AI chatbot owned end-to-end
- 500+ articles published across 8 markets and 7 languages — content product built and operated as solo IC
- 3 live satellite websites built independently — zero engineering dependency, idea to live in days
- 1,600+ global employees served — Confluence intranet built from scratch across 13+ department spaces
- 1.3K+ impressions in 6 weeks — AI-generated testimonials MVP shipped independently
- 30% ticket reduction · 98% CSAT · 95% FCR at Morgan Stanley — knowledge management at scale
- 200+ agents trained · 10,000+ KB articles migrated — Morgan Stanley platform transition
- 5 WhatsApp Business API channels owned — sole POC for marketing, servicing, collections, refi, payments
- GPT-4.0 → GPT-4.1 production model upgrade managed end-to-end — UAT, validation, zero-downtime switchover

PROJECTS & PORTFOLIO

- **aeo-product-ops-system** — 5-agent AI system that audits pages for AI search citation visibility and outputs a RICE-scored product roadmap. Five Claude-powered agents in sequence: Technical SEO → AEO Signal (tests real buyer queries against ChatGPT/Perplexity/AI Overviews) → Content Strategy → Competitive Intel → PM Synthesizer (PRD output). Built with Python + FastAPI + Next.js, calling Anthropic API directly. github.com/lalithyaraochavala/aeo-product-ops-system
- **dynamo-mvp** — Weather-driven ad campaign engine that automatically switches creatives based on real-time conditions across 4 Indian cities. Built with Python + FastAPI, live on Railway. github.com/lalithyaraochavala/dynamo-mvp
- **ai-prompt-checker** — Free tool to score and improve any AI prompt across 5 quality dimensions. No signup required. Built in HTML, publicly live. github.com/lalithyaraochavala/ai-prompt-checker
- **Portfolio** — lalithyarao.vercel.app — case studies, projects, and professional profile

PROFESSIONAL EXPERIENCE

Senior AI Analyst | Innovation & AI Pod March 2024 – April 2026

MPOWER Financing · US-Based Fintech · Reports to CTO · Bengaluru, India

Solo IC in a 3-person Innovation & AI Pod reporting directly to the CTO of a US-based fintech serving international students across 8 global markets. Owned AI product operations, growth systems, content infrastructure, and automation pipelines end-to-end.

- **AEO/SEO Product & AI Search Visibility:** Co-built MPOWER's Answer Engine Optimization framework — positioning the platform to appear in ChatGPT, Claude, Perplexity, and Google AI Overviews alongside traditional Google search. Tracked AI citation patterns, identified which content structures get surfaced by AI answer engines, and iterated the architecture accordingly. Built the SEO Template Content Creation Guide (v16, 264+ edits) — the living standard governing content structure and publishing across all markets. 500+ articles across 8 markets and 7 languages. 4M+ organic impressions in 6 months (GSC-tracked).
- **Production AI Chatbot** — Mira: End-to-end operational owner of Mira — MPOWER's production AI chatbot built on Yellow.ai + OpenAI GPT-4.1 with RAG-based knowledge retrieval. 53,940+ messages · 2,158 users · 100% uptime SLO · 5m 50s avg session · 35–40% weekend engagement spikes. Owned KB configuration, intent design, prompt engineering, human-in-the-loop UAT protocols, A/B testing conversation flows, model upgrade (GPT-4.0→4.1), monthly feedback triage. Authored Chatbot Resource Management Documentation covering all environments, versioning conventions, and quality guardrails.

- **Agentic Workflow Automation:** Built n8n agentic workflows and Claude automation skills collapsing multi-step content and operational pipelines into single-trigger automation across 8 international markets. Built one-click LLM publication pipeline reducing turnaround from days to hours. Evaluated and onboarded new AI tools proactively — demoed Atlassian Rovo to CTO and Product leadership.
- **WhatsApp Campaign Automation:** Sole POC for all Wati (WhatsApp Business API) channels — 5 channels across Marketing, Servicing (ACH/Collections), Refi outreach, and Payment Reminders. Configured accounts, built message templates, managed webhook configurations, and owned performance dashboards. Ran campaigns end-to-end from brief to measurement.
- **0→1 Product Shipping:** Identified social proof gap on MPOWER.com — proposed, built, and shipped AI-generated testimonials MVP independently in days. 1.3K+ impressions in 6 weeks. Built 3 live satellite websites (borderlessloans.com, studyabroadloans.com, studyinusacolleges.com) independently using AI tooling — zero engineering dependency, full WordPress architecture, SEO-structured content.
- **Enterprise Knowledge Infrastructure:** Built MPOWER's entire Confluence intranet from scratch — 13+ department spaces, onboarding guides, SoPs, governance frameworks, employee directory, org chart serving 1,600+ global employees across 15+ countries. Sole ongoing owner. Co-managed Absorb LMS organisation-wide for course and learner administration.

Knowledge & IT Analyst April 2021 – December 2023

Morgan Stanley (via Wiley Edge) · Bengaluru, India · On-site

Knowledge management and IT support analyst at a global financial services MNC, serving internal teams across ITIL-governed service operations.

- Managed migration of 10,000+ KB articles through a major platform transition in a regulated financial services environment — 30% reduction in ticket volume, 98% CSAT, 95% First Contact Resolution rate, 75+ tickets resolved daily via ServiceNow.
- Trained 200+ agents on knowledge management best practices, platform adoption, and customer service workflows — acted as internal SME for documentation, process rollout, and technical knowledge transfer.
- Maintained high-quality knowledge base assets across multiple product and service areas, ensuring accuracy, accessibility, and compliance with ITIL standards.

SKILLS & TOOLS

AI & LLMs: Claude (skills authoring, MCP, automation pipelines, Anthropic API), OpenAI GPT-4.1 (production), RAG architecture (implemented & governed), Yellow.ai (intent design, flow building), n8n agentic workflows, prompt engineering (XML/Markdown structured), UAT-based LLM evaluation, model upgrade management, A/B testing AI outputs

Building & Code: Python + FastAPI (dynamo-mvp, aeo-product-ops-system), Next.js, HTML, REST API integrations, webhook configuration, Anthropic API (direct), n8n orchestration

AEO/SEO & Search: Answer Engine Optimization (AEO), AI citation strategy (ChatGPT · Claude · Perplexity · Google AI Overviews), Google Search Console (8-market), Ahrefs, SEMrush, Google Analytics, keyword research, content gap analysis, competitive intelligence

GTM & Marketing: Multi-market GTM execution (8 markets · 7 languages), product positioning, campaign strategy, WhatsApp Business API (Wati · 5 channels · sole POC), Mailchimp, AEO/SEO content systems, multi-channel campaign execution

Product & Operations: Jira (multi-board · epic/ticket strategy), Confluence (1,600+ users · 13+ spaces), Notion, Absorb LMS, agile delivery, OKR tracking, SOP documentation, governance frameworks, KB versioning, CTO-level stakeholder management

Analytics & Research: Google Search Console, Google Analytics, Ahrefs, SEMrush, A/B testing, hypothesis-led iteration, KPI ownership, performance dashboards, competitive analysis

Design & Content: Canva Pro, WordPress (direct publishing), Brandfolder, Figma (working knowledge)

EDUCATION

Master of Business Administration — Human Resource Management

Andhra University, Visakhapatnam · First Class · 2024

B.Tech — Electronics & Computer Science Engineering

KL University, Vijayawada · Silver Medalist · GPA 9.49/10 · 2021

ADDITIONAL

Instagram: instagram.com/raolalithya — Lifestyle & Travel creator · 8K followers · 2.4M+ views/month · 4+ years · brand collaborations

Languages: English (fluent), Telugu (native), Hindi (fluent), Tamil & Kannada (working knowledge)

Location: Bengaluru, India · Open to relocation across India · Open to remote roles

Availability: Immediate joiner — available to start right away