Sonu Yadav

AI Product Manager | Product Marketing Manager | Brand Consultant

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Portfolio: sonuyeahdav-creator.github.io/Ai-Product-Manager-portfolio-sonu/

PROFESSIONAL SUMMARY

AI Product Manager and Product Marketing Manager who ships agentic AI and knows how to sell it. Built HIREin, a dual-agent recruitment engine that took 1st place out of 60 teams at an IIT Patna hackathon and was pitched to senior PMs from Google Maps and Microsoft. Hands-on across RAG, n8n, and multi-agent design, plus SEO/SEM, paid acquisition, PR, and brand. Comfortable owning a product from problem to launch to positioning.

EXPERIENCE

Co-Founder

Medbrand.AI · Sep 2026 – Present

- Spearheaded cross-functional initiatives across product, technology, and business growth.
- Designed mentorship programs moving new team members from theory to practical execution.
- Established daily operational rhythms, onboarding, and strategic huddles for team independence.

Product Owner

OmKiran Commercial Real Estate · Jul 2025 – Sep 2026

- Architected and deployed RAG AI agents automating leasing and operations in production.
- Converted vacant commercial spaces into revenue-generating assets; profitability within 8 months.
- Led turnaround via strategic revamp of leasing operations and targeted brand positioning.
- Scaled brand authority as in-house journalist for PR, events, and promotional content.

Digital Marketing Manager

Canvas idea · Jul 2024 – May 2025

- Led SEO/SEM and multi-channel paid acquisition, optimizing funnels and lead generation.
- Managed 0-to-1 product initiatives for client brands with go-to-market positioning and rapid iteration.

Center Manager

Pehchaan The Street School (Trust) · May 2022 – Oct 2024

- Led teaching team and center operations; planned and executed events; managed curriculum.

Social Media Designer

Voila.Expert · Sep 2021 – Sep 2022

- Social media strategy, video editing, illustration, and animation.

EDUCATION & RECOGNITION

M.Sc. in Financial Engineering · Worldquant University (Remote) · Oct 2026 – Nov 2028 (in progress)

Certification in Agentic AI and Product Management · Vishleshan I-Hub, IIT Patna · Jun 2025 – May 2026

B.A. in Journalism · Maharaja Agrasen College, University of Delhi · Jul 2018 – Aug 2021

- 1st place out of 60 teams, Masai School x IIT Patna hackathon (Bangalore 2026); pitched to Google Maps and Microsoft PMs.
- 100% JSON parsing reliability on HIREin via split-context agent design with custom repair routines.

SKILLS

Agentic AI, RAG, n8n, Multi-agent design, Prompt engineering, Product management, Go-to-market, SEO/SEM, Paid acquisition, Brand & PR, A/B testing, Funnel optimization, Stakeholder management, SQL, Figma, Canva

Tools: Claude, Custom GPTs, N8N, WordPress, Zapier, Adobe Premiere Pro, Adobe After Effects

Languages: English