

PRASHANT CHAVAN

AI Product Growth Manager | AI Automation | Growth Marketing

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SUMMARY

AI Product Growth Manager with 5+ years of experience in AI automation, growth marketing, SEO, paid campaigns, websites, and product execution. Currently working at Astitva Systems Private Limited, where I built a Dice job application automation system using Selenium, GPT-4o, resume parsing, and Docker. Strong at turning business problems into working tools, improving funnels, reducing manual work, and managing USA-focused growth campaigns.

CORE SKILLS

AI & Automation: GPT-4o, LLM workflows, prompt optimization, resume parsing, RAG basics, LLM evaluation, hallucination checks, workflow automation

Product & Execution: PRDs, user stories, roadmap planning, root cause analysis, RICE prioritization, product metrics, funnel analysis, go-to-market planning

Technical: Selenium, Docker, Python basics, React, Streamlit, LangChain basics, WordPress, Shopify, Cursor, Lovable, Bolt

Growth & Analytics: GA4, Meta Ads, Google Ads, LinkedIn, TikTok, SEO, Google Business Profile, CPL, CAC, conversion optimization

Content & Creative: HeyGen AI, AI influencer videos, social media management, content strategy, video editing, graphic design, landing page copy

EXPERIENCE

Astitva Systems Private Limited — AI Product Growth Manager

Jan 2026 - Present / Remote / India

- Built an AI job application bot for Dice using Selenium, resume parsing, and GPT-4o job-fit evaluation to automate job matching and application workflows.
- Deployed the workflow with Docker so bench sales staff could run the system with a repeatable setup and fewer manual steps.
- Reduced GPT/API cost by 80% through prompt optimization, filtering logic, resume parsing improvements, and a leaner evaluation flow.
- Improved application accuracy to 90% by refining matching rules, resume relevance checks, portal-field handling, and job description evaluation.
- Managed USA-focused growth campaigns across LinkedIn, TikTok, Facebook Ads, and Google Ads, including reporting and audience optimization.
- Created AI influencer-style videos using HeyGen AI for social media content and lead generation campaigns.
- Built and managed Integrafin.tax, a USA tax and accounting website with service pages, blog publishing, a tax calculator, and state-level SEO pages.
- Updated SEO structure, landing pages, content briefs, and campaign assets to support organic traffic and lead generation in the USA market.

Ayugenix Lab Pvt. Ltd. — Growth Product & Marketing Lead

Nov 2024 - Dec 2025 / Nagpur

- Built and launched a conversion-focused B2B website using React and AI-assisted development tools.
- Improved website pages through multiple iterations based on lead quality, user behavior, and funnel observations.
- Managed a Rs. 50K/month Meta Ads budget and diagnosed a 30% CPL spike through root cause analysis.
- Rebuilt campaign targeting and improved campaign performance within two sprint cycles.
- Created GA4 dashboards to track acquisition, conversion, lead quality, and campaign performance.
- Generated B2B leads across multiple channels and defined lead qualification and follow-up workflow.
- Improved local discovery through SEO, keyword mapping, on-page updates, and Google Business Profile optimization.

Suchi Cosmo — Digital Marketing Executive

Mar 2023 - Nov 2024 / Nagpur

- Managed online and offline growth campaigns for salon and cosmetic business expansion.
- Handled website updates, content planning, social media creatives, and campaign execution.
- Optimized Google Business Profiles for multiple locations using local SEO, reviews, insights, and content updates.
- Worked with founders on campaign briefs, customer personas, product positioning, go-to-market planning, and reporting.

SELECTED AI PRODUCT PROJECTS

AI Job Application Bot — Astitva Systems

Automation system for bench sales teams to apply to relevant Dice jobs with less manual work.

- Automated Dice job search and application steps using Selenium, resume parsing, and GPT-4o-based job matching.
- Built resume-to-job fit scoring before applying, reducing irrelevant applications and improving workflow quality.
- Packaged the system with Docker; reduced GPT/API cost by 80% and improved application accuracy to 90%.

Bharat SMB Growth Agent

AI assistant for Indian small businesses to create marketing content in Hindi, Marathi, and English.

- Created flows for 7-day content calendars, reel hooks, captions, WhatsApp messages, and retail sales pitches.
- Designed a safe-claim checker to flag risky skincare or health claims and rewrite them into safer marketing copy.
- Defined product metrics including content usage, copy-paste rate, unsafe claim rate, repeat usage, latency, and cost.

RAG Quality Studio

RAG-based document Q&A product with an evaluation layer for answer quality and retrieval performance.

- Designed document upload, parsing, chunking, retrieval, citation, and answer-generation flow.
- Defined checks for relevance, faithfulness, answer completeness, citation quality, hallucination risk, latency, and cost.
- Mapped evaluation results to product decisions such as prompt changes, retrieval improvements, and user trust signals.

PRD-to-Code Agent

Workflow tool that converts product requirements into structured engineering outputs.

- Converted PRDs into user stories, API requirements, database schema, frontend screen lists, backend tasks, and test cases.
- Added clarification-question logic to identify missing requirements before creating technical outputs.
- Created GitHub issue-ready formats to improve PM-to-engineering handoff and reduce ambiguity.

LLM Safety Red Team Lab

Testing framework for risky AI outputs, unsafe claims, prompt injection, and over-refusal.

- Created test cases for false claims, legal/financial/medical risk prompts, prompt injection, and unsafe completions.
- Built a risk taxonomy to classify severity, failure type, helpfulness, refusal quality, and safe-completion quality.
- Defined launch-readiness metrics including unsafe output rate, correct refusal rate, over-refusal rate, and risk severity.

EDUCATION

Natwarlal Maniklal Dalal College, Gondia

B.Com, Computer Applications | 2019 - 2022 | CGPA: 8.98/10 | Grade: A+ | First Division with Distinction