

ZAARA ISRANI

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EDUCATION

New York University, Leonard N. Stern School of Business

Anand Khubani B.S. in Business, Technology, and Entrepreneurship | Minor in Psychology

New York, NY

Expected Dec 2027

- **GPA:** 3.74/4.00 | **Relevant Courses:** Strategic Management, Databases for Business Analytics, Python for Data Science, Info-Tech, Financial Accounting, Statistics, Generative AI in Business Lab, Programming & Algorithms using Python, Dealing with Data
- **Organizations:** Entrepreneurial Exchange Group, Marketing Society, Business Analytics Club, Zeta Tau Alpha Sorority

PROFESSIONAL EXPERIENCE

Hadrian – Cybersecurity Startup

Product Management Intern

New York, NY

Jun 2026 – Present

- Building an AI agent unifying ZoomInfo, Claude, and enrichment tools, cutting research time by 67%, saving SDR team 16 hrs/week
- Deploying a system that autonomously scans RFP notifications across 50 states, surfacing ~15 qualified security opportunities monthly
- Interviewing 6 SDRs and GTM leaders to diagnose systemic workflow bottlenecks, engineering in-house automation over Clay/Apollo

Kivira – Healthcare workflow tool for PCPs

Strategy Intern

New York, NY

Jan 2026 – May 2026

- Conducted 20+ structured interviews with PCPs to uncover key bottlenecks in referrals and quantify core workflow inefficiencies
- Led ICP segmentation across 3 PCP archetypes, repositioning strategic value around referral speed and care coordination efforts
- Developed pilot GTM strategies addressing key adoption risks, stakeholder incentives, and phased rollout across 2 care settings

GR0 – Digital marketing agency

Growth and Operations Intern

Los Angeles, CA

Jun 2025 – Aug 2025

- Spearheaded cross-functional coordination across 6 business leads to produce weekly executive briefs, surfacing risks and priorities
- Increased Monday.com adoption by ~25% after identifying critical workflow gaps and launching 5+ monthly onboarding sessions
- Built unified Excel dashboards from Amazon, Pacvue, and Monday.com data, cutting reporting time and improving KPI tracking

Cue – AI Sound Discovery Startup

Founder and Product Lead

New York, NY

Jan 2025 – Jun 2025

- Launched Cue's MVP targeting a \$6B+ worldwide creator economy, onboarding 70 early users to validate initial product-market fit
- Led 80+ user interviews, synthesizing insights to cut MVP development spend by 65% and prioritize emotion-based matching
- Shaped a GTM roadmap projecting 20% MoM revenue growth, prioritizing feature releases based on real-time beta user feedback

Fourplay – Double dating social app

Product Consultant

Brooklyn, NY

Oct 2024 – Nov 2024

- Ran 15 comprehensive user interviews to surface adoption barriers including perceived social risk and stigma around the platform
- Synthesized primary research into strategy deck recommending targeted onboarding and positioning changes to improve user adoption
- Designed and launched targeted ad campaigns on social, increasing measured sign-up intent and lifting engagement by 70% and 30%

LEADERSHIP & EXTRACURRICULAR EXPERIENCE

NYU Entrepreneurial Exchange Group (EEG)

Marketing Lead

New York, NY

Jan 2025 – Present

- Led content strategy in Figma, producing 2 weekly posts to promote events and programming, driving 10% net follower growth
- Implemented systematic iterative Instagram testing, increasing engagement by 15% and reaching up to 15,000 views on a single post
- Introduced platform-native initiatives including Instagram takeovers and challenges to boost organic engagement and student affinity

Business Analytics Club

Data Analyst

New York, NY

Jan 2025 – May 2025

- Analyzed 7,410 Fitbit health records using regression and classification models to identify 4+ significant behavioral stress predictors
- Identified sleep quality and exertion as top stress drivers, informing interventions that cut stress by 20% and improved sleep by 15%
- Presented findings to faculty and peers, driving adoption of a data-informed wellness framework across 3+ student pilot groups

NYU Stern Hackathon

Product Strategy Lead

New York, NY

March 2025 – May 2025

- Architected a Python platform to algorithmically find and match students with networking events regarding post-grad career paths
- Mapped user flows in Figma and presented a functional MVP with a proposed GTM, retention, and user adoption strategy to judges
- Directed a 4-person team from concept to launch, translating early interview findings into build priorities across design and engineering

SKILLS & INTERESTS

Technical: Figma, Python, SQL, Meta Ads, Cursor, Claude Code, n8n, Miro, Zapier, Vercel, LLM/API Integration

Data: Clay, Triple Whale, Amazon Seller Central, Pacvue, Monday.com, Hunter.io, Supabase, Slack API, HubSpot, Salesforce

Interests: Singing (R&B), Piano, Cyber Security, Fashion, Behavioral Psychology, Jewelry Design, and Endurance Training