

DHAYA RAJA

Product Marketing | Go-to-Market & Growth

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EDUCATION

Oregon State University — B.S. Computer Science, Minor in Business Information Systems

June 2026 | GPA: 3.76 | College of Engineering Dean's Honor Roll (11x) | Product Management Club — Marketing Lead

EXPERIENCE

AI Agent Engineering Externship - Business Intelligence — Wayfair

May 2026 – July 2026

- Executed competitive intelligence benchmarking Wayfair against **2 competitors (Amazon, Walmart)** across **9 pricing data points** to inform go-to-market pricing strategy.
- Reduced manual research time by **85–90%** by building a live BI dashboard (**23+ KPIs across 6 modules**) tracking market sizing, growth (CAGR 2025–2033), and product-attribute trends.
- Implemented automated competitor tracking and marketing content generation using a multi-agent AI system (**n8n**).
- Ranked in the **top 10% of the extern cohort**, earning Top Performer recognition for effort, initiative, and final presentation quality.

Marketing Lead — Product Management Club, Oregon State University

Aug 2025 – June 2026

- Spearheaded brand strategy, marketing, and external relations for the launch of OSU's first Product Management Club, growing organic social reach to **11.4K+ views** across Instagram, LinkedIn, and Discord.
- Orchestrated speaker partnerships with senior tech leaders (**Microsoft VP, Principal PM**), elevating brand credibility and driving campus-wide engagement.
- Coordinated a consulting partnership with Cardinal Services and authored a strategic playbook standardizing deliverables for future engagements.

Content Creator — Pinterest

Ongoing

- Scaled a content brand from the ground up to **27K+ followers and 34K+ average monthly viewership**, applying audience insights and trend research to a recurring content calendar and organic growth strategy.

Product Manager, Externship — BeReal

July 2026 – Sept 2026

- Built and delivered a go-to-market proposal deck integrating research insights, competitive benchmarking, and rollout planning for new feature launches.
- Coordinated focus groups and structured surveys, translating user feedback into positioning and messaging recommendations.

Digital Experience Assistant — OSU College of Business, IT (UIT)

Nov 2024 – July 2026

- Reduced open accessibility issues by resolving **2,000+ cases across 5 clients** in a **3-month** window, supporting brand-consistent, compliant web experiences.
- Accelerated client delivery timelines, taking projects from intake to publish-ready within a single term.

PROJECTS

Ephira — Menstrual Cycle Tracking & Wellness App — Senior Capstone Project

Sept 2025 – June 2026

- Launched and marketed the product to **500+ downloads**; presented go-to-market and positioning strategy to a board of judges at the capstone fair.
- Increased product reliability pre-launch by designing and executing **16 edge-case and 8 fallback test scenarios** to support user acquisition.

Stack: React Native, Next.js, Figma, KPI Tracking

Corvo Time Machine — AI Historical Map Experience — Independent Project

Sept 2025 – Feb 2026

- Designed and built a full-stack AI-powered historical experience using **Base44**, translating museum stakeholder needs and audience research into an interactive exhibit narrative.
- Implemented AI image-generation workflows to visualize historical locations lacking archival photography, enhancing audience engagement with the exhibit.

Stack: Base44, Prompt Engineering, AI/UX, Application Development

SKILLS

Programming Languages: Python, JavaScript, SQL, C, C++, HTML/CSS

Launch & Strategy: Go-To-Market (GTM) Strategy, Product Positioning, Value Proposition, Message Testing, Product Launch

Market Intelligence: Competitive Intelligence, Market Segmentation, Customer Acquisition Cost (CAC), Lifetime Value (LTV), Market Sizing (TAM/SAM/SOM)

Enablement & Content: Sales Enablement, Product Collateral, Case Studies, Cross-Functional Alignment, Voice of Customer (VoC)

Growth Marketing: Demand Generation, Funnel Optimization, Conversion Rate Optimization (CRO), Customer Retention, Campaign Management, Social Media Marketing, Content Marketing, Brand Marketing, Email Marketing, Influencer Marketing

Tools & Platforms: Jira, ServiceNow, Acquia Optimize, Drupal, n8n, Power Automate, Altair AI Studio, Figma, Canva, GitHub, SharePoint, Google Workspace (GSuite), Microsoft Office Suite