

# Asel Torogulova

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**SUMMARY:** Ads Product Manager with 3+ years of experience across the full advertising stack from hands-on SEM campaign optimization, building 0-to-1 Ad product to owning end-to-end technical infrastructure to grow business from 0-to-€1M revenue

## EDUCATION

**Carnegie Mellon University** Pittsburgh, PA  
Master's Degree - MS, Integrated Innovation for Products and Services (Design, Business, Engineering) 08/2024 - 12/2025  
Coursework: UX Research, Data Science for PMs (SQL, Python), A/B testing, GenAI Lab, Designing for AI

**Jusup Balasagyn Kyrgyz National University** Bishkek, Kyrgyzstan  
Bachelor's Degree - BA, Linguistics 09/2016 - 06/2020

## PROFESSIONAL EXPERIENCE

**Product Manager, Intern** San Francisco, CA  
Try Your Best | B2B2C platform, helping 200 brands acquire and retain customers (2M users) 06/2025 - 08/2025

- Led end-to-end redesign of signup flow with UI/UX and Engineering to fix 73% pre-activation drop-off, acquiring 33% (17 to 50%) high-intent users who drove ~9M brand-content interactions and 2X'd UGC rate
- Launched core retention feature for 2M users to reduce post-signup churn that increased WAU by 20% and reactivated 15% of dormant users while driving ~\$200K in weekly revenue across 100+ brand accounts
- Streamlined Publisher Dashboard (v2) by translating brand discovery (25 interviews, 10 usability) into technical specs, user flows that cut time-to-publish by 66% (30 to 10 min) post-launch and boosted content supply by 25%
- Secured Q4 roadmap buy-in for LLM sentiment analysis feature by presenting technical trade-offs on accuracy, latency, cost to senior leadership, projected to lift ~20% ROAS and cut insight latency to real-time vs 2 weeks

**Product Manager (0-to-1 AI AdTech/MarTech)** Bishkek, Kyrgyzstan  
DITTO | B2B, AI Advertising tool that helps Startups generate website and ads messaging 01/2024 - 06/2024

- Led the 0-to-1 development of a self-serve AI Ads suite by owning the end-to-end lifecycle from conception and technical requirements to MVP launch in 6 weeks, acquiring 1.5K advertisers through 3 subsequent feature rollouts
- Owned advertiser discovery (500 SaaS positioning teardowns, 30 interviews) that informed v1 advertiser workflow that cut time-to-first-publish (TTFP) from ~2 weeks to 10 min, enabling 600+ campaign launches
- Designed and ran A/B experiments on monetization models (subscription vs credits) defining success metrics (ARPU, CTR); shipped credit model with UX and Engineering, lifting free-to-paid conversion by 40% and driving \$6K MRR
- Partnered with Engineering to architect retrieval-augmented generation (RAG) system instead of fine-tuning to reduce latency and improve messaging consistency (70% → 88%), reducing manual ad edits by 30%

**Technical Product Manager (GTM & Revenue system)** Dublin, Ireland  
Glyde | Enterprise Commercial blinds & automation supplier 06/2021 - 01/2024

- Presented €100M SAM market validation insights (30+ JTBD interviews, competitive analysis) to CEO, BizOp, Sales leadership, driving executive alignment on GTM pivot from D2C to B2B that contributed to 60% of total company revenue
- Guided 0-to-1 development of GTM infra with Engineering and Legal by translating API syncing trade-offs into real-time routing logic that auto-qualified ICP-based leads and assigned to Sales reps, generating €1.5M in pipeline and €1M ARR
- Scaled repeat-order systems by guiding UX, Engineering, Sales across EU/UK/Asia to ship a signal-triggered system that surfaced re-purchase intent and routed to the right rep, increasing re-purchase rate by 25% and reducing 4-6 figure deal drops

**Digital Advertising Manager (SEM & Google Ads)** Tel-Aviv, Israel  
GHA Agency | In-House Marketing Agency 09/2020 - 04/2021

- Optimized search auction performance for 10+ SaaS startups by improving Quality Score drivers (CTR, landing page relevance, ad copy), increasing impression share and driving ~40% lift in qualified leads at target ROAS

**CMU Capstone and Accessibility** | Pittsburgh, PA | 01/2025 - 05/2025

- Led 0-to-1 development of accessibility wound care product for elderlies in a team of 6 by validating form factors, usability through task analysis, field studies, product testing (N=50), achieving 85% task success rate

## SKILLS

**Product & User Research:** Product and Market Discovery, PRD development, UXR, Stakeholder alignment

**Technical:** SQL, Amplitude, A/B experiment design, RAG systems, API design/routing logic, Python, AI Prototyping

**Ads:** Meta/TikTok Ads, Google Ads SEM (search, display, video), Auction Dynamics, Quality Score, Attribution Modeling