

NOVELLE MAHARJAN

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EDUCATION

Simon Business School, University of Rochester

Rochester, NY

Master of Business Administration (STEM-Designated Program)

May 2027

- Concentration: Strategy and Product Management.
- Honors & Awards: Merit Scholar (Stephen & Barbara Shepard), Forté Fellow & Ambassador; National Black MBA Fellow
- Organizations: President of Simon Women in Business, Member of Simon Vision Consulting, LatAm Students of Simon

Escuela Bancaria y Comercial (EBC)

Mexico City, MX

Bachelor's in Finance & Banking, GPA 3.7

August 2020

- Graduated with AMIB Certification to provide licensed financial & investment advisory in Mexico.

PROFESSIONAL EXPERIENCE

Finta (AI fundraising and investor CRM platform)

Buffalo, NY

AI Strategy & Pricing Intern

June 2026 - August 2026

- Reduced AI operating costs by 80% by building a pricing and credit-economics model, using LangSmith to benchmark cost and output quality and recommend model-routing changes that protected internal margins without compromising LLM performance.
- Modeled a 2.9x signup-to-trial conversion lift by rebuilding new-user onboarding around activation credits and email engagement, giving users early product value and clearer next actions while preserving usage pressure for top-ups and upgrades.

Yaydoo (LatAm payments division of Paystand Inc.)

Mexico City, MX

Enterprise Operations Consultant

February 2025 - June 2025

- Recovered a delayed enterprise launch tied to a \$5.5M client contract by converting the product roadmap into Jira sprint workflows, restoring execution discipline across product and operations teams during a critical payments rollout.
- Reduced 100+ hours of weekly manual sales work by deploying AI agents across 5 departments and training 20 employees to adopt workflow automation, strengthening day-to-day process ownership without ongoing technical support.

Scale AI

Mexico City, MX

Operations Program Manager

September 2022 - January 2024

- Managed 10 Generative AI training projects in parallel that produced 60K+ human-labeled data points/month for enterprise model development, keeping delivery on schedule by coordinating quality standards across technical and conversational workstreams.
- Turned a technically complex 3D AR/VR labeling workflow into a trainable operation, reducing ramp time from 2 weeks to 3 days through multilingual training and project-specific benchmark tools while maintaining 95% quality across 2,000+ contributors.
- Secured weekly C-level resource support by building SQL and Power BI dashboards that surfaced delivery risk and staffing gaps early, giving leaders clear evidence to approve capacity before client delivery was affected.

Oyster Financial

Mexico City, MX

Operations Coordinator

February 2021 - July 2022

- Recovered \$300K in 6 months from a 6,000-user delinquent portfolio by building and training the credit collections team, moving repayment tracking into HubSpot CRM with IVR workflows for end-to-end account visibility.
- Directed the offboarding of 65,000+ users after company acquisition, building the operating timeline and aligning department leads during a complex closure that protected brand trust through clear customer communication and operational discipline.

Ibriz.ai

Mexico City, MX

Project Manager

July 2020 - December 2020

- Led an ML-based market research project for a fintech client (Oyster Financial), defining the ICP by refining 1M+ behavioral records into 1,000 high-affinity prospects and using Google Analytics and marketing tools to drive 70% outreach engagement.

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Spanish (Fluent), Hindi (Basic), Nepali (Native)
- **Programming Languages:** SQL, Python, JavaScript, React, Next.js
- **Technical Software:** Cursor, LangChain, Google Apps Script, Jira, Power BI, Tableau, HubSpot, GitHub, Vercel, Lovable
- **Volunteering:** Promoted 5 exhibits at Museo Nacional de Antropología, supporting 10,000 multilingual visitors. Mentored 2 incoming international students across their first semester to support academic adjustment and early program success.
- **Interests:** Creating digital art and design projects, amateur astronomy, and strategy-based video games