

AYAN DADSENA

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EDUCATION

The University of Texas at Austin	Bachelor of Business Administration, Unspecified Certificate: Programming and Computation Overall GPA: 4.00 SAT: 1550 (Math 790, EBRW 760)	May 2029
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EXPERIENCE

Fadmoor LLC – Pigment Solutions Consultant; Dallas, TX	July 2024 – May 2025
- Delivered integrated workforce and compensation planning solution for a fin-tech unicorn, structuring headcount, attrition, and benefits data across employee types, subsidiaries, and product lines to improve forecast accuracy for leadership decisions - Researched and analyzed supply chain operations across 1,500+ SKUs, applying EOQ and ABC/XYZ frameworks to assess inventory accuracy and surface recommendations for lead time and safety stock optimization - Designed and automated 10+ planning models and dashboards in Pigment, reducing manual errors by 70% and accelerating cross-departmental reporting to deliver real-time operational insights at various granularity levels	

PROJECTS

MIS 301 Duolingo Strategic & Financial Analysis – Super App vs. Separate App Evaluation	Spring 2026
- Built four-scenario, five-year financial model in Excel projecting Duolingo's revenue and operating income across two product expansion strategies, with 20+ assumptions (MAU, ARPU, R&D, S&M, and G&A) anchored to \$531M in 2023 audited revenue - Disaggregated combined revenue model into three independent app-level P&Ls (Language, Math, Music), each with distinct MAU, paid conversion, ARPU, and advertising assumptions across optimistic and pessimistic scenarios - Authored two-page executive memo recommending Super App strategy and Financial Literacy expansion based on competitive analysis of the \$56B digital education market and projected \$852M net benefit versus \$190M loss under alternative approach	
Market Positioning & Messaging Strategy – Client: EAConnect	Spring 2026
- Developed 3+ customer-facing one-pagers and a demo pitch deck for a B2B data integration and analytics platform used in sales conversations with mid-market operations and IT leaders to address challenges of fragmented systems and high integration costs - Translated technical capabilities (integration, analytics, data warehousing) into clear, executive level value propositions - Strengthened messaging and visual design to highlight total cost reduction, system consolidation, and infrastructure simplification	

LEADERSHIP EXPERIENCE AND ACTIVITIES

Texas Convergent – Co-founder, HomeGrown; Austin, TX	Fall 2025 – Present
- Co-founded hyperlocal farm-to-consumer marketplace; led market segmentation, ICP definition, and refined value proposition - Conducted on-site customer discovery interviews at farmers markets, validated demand, and onboarded 15+ vendors and users - Devised go-to-market and vendor acquisition strategy; crafted sales pitch to convert vendors and present to stakeholders - Collaborated on business model and pricing hypotheses; evaluated revenue streams and unit economics to guide pilot rollout - Prioritized P0–P4 features, mapped end-to-end user flows, and built high-fidelity Figma wireframes aligned with brand identity - Established brand presence and Instagram launch strategy; designed content to drive awareness ahead of beta deployment	
DECA – Vice President of Marketing (2024-25); Dallas, TX	Fall 2021 – Spring 2025
- Managed social media presence and developed marketing strategies for school chapter (posters, promotional videos) to boost engagement, campaign participation, and chapter membership, earning our school a top 10 spot in Chapter of the Year - Coached 20+ members on roleplay events and procedures and critiqued written event presentations, enhancing team performance - Championed community service initiatives, including local nonprofits, driving impact and chapter visibility - Competed in Entrepreneurship Individual Series, developing rapid and improvised business solutions across 28 business domains	
Project Cherish Coppel – Social Media Manager (2024-25); Coppel, TX	Fall 2022 – Spring 2025
- Spearheaded social media presence (designing posters, posts, and infographics) and integrated marketing strategies to expand outreach to 130+ patients, raising awareness for pediatric cancer and inspiring community involvement - Organized fundraising events, raising \$770 at a local farmers market towards cancer research through the sale of handmade items	

ADDITIONAL INFORMATION AND SKILLS

Technical Skills: Python, R Studio, MS Excel, Word, PowerPoint, Figma, Notion, Trello
Certification: Wall Street Prep Accounting Crash Course (2025), Google Data Analytics (in progress), Excel Expert (2022), Word Expert (2022), PowerPoint Expert (2022)
Languages: Native Fluency in English and Hindi
Interests: Visual Arts, Movies, Piano, Fashion, Psychology, Fitness, Journaling, Entrepreneurship, Behavioral Economics
Work Eligibility: Eligible to work in the U.S. with no restrictions