

Dharshanaa B

Founder's Office | Strategy & Operations | Growth & Research | Hands-on Execution

dharshanaabalamurugan@gmail.com | 9790452990 | linkedin.com/in/dharshanaa-balamurugan-b46190324 | Namakkal, TN | Remote

PROFESSIONAL SUMMARY

Strategy Analyst at a Singapore-based AI startup, working directly with the founders on work that changed week to week: market and funding research, outreach pipelines, positioning and pitch copy, product testing, and building trackers and processes where none existed. Takes a rough brief to a finished result and does the hands-on work herself rather than stopping at a recommendation. Comfortable with numbers (spreadsheet analysis; regression and SEM on 236 primary responses), with hands-on recruiting experience from an HR internship and an MBA from PSG Institute of Management.

CORE SKILLS & TOOLS

Problem Solving & Research	Structuring vague problems, hypothesis framing, market and opportunity research, competitor research, getting to underlying facts, decision briefs
Growth & GTM	Prospect research and prioritization, outreach tracking and follow-up planning, pipeline tracking, positioning and messaging, pitch-deck copy
Operations & Process	Building trackers and processes from scratch, cross-team coordination, ownership of projects without a clear owner, documentation and handovers
Data & Numbers	Spreadsheet analysis (Excel, Google Sheets), criteria-based evaluation, linear regression, mediation analysis, SEM, SQL (basic)
Product	AI product testing, structured user and workflow feedback, demo flows and scripts, turning observations into product inputs
Recruiting & People Ops	Job postings, resume screening, interview coordination, candidate communication, onboarding, appraisal frameworks
AI & Tools	Claude, ChatGPT, Gemini (research, analysis and writing), MS Excel, Google Sheets, Google Docs, MS PowerPoint, Notion, Canva, Figma, Microsoft Teams, LinkedIn

PROFESSIONAL EXPERIENCE

Strategy Analyst

Apr 2026 to Aug 2026

Twelf (Singapore-based AI Startup) | Remote

- Worked directly with the founders in a founder's-office capacity on whatever the company needed that week (market research, growth outreach, investor material, product testing, internal process), taking each from a rough brief to a delivered result without a playbook.
- Researched funding and accelerator pathways for an AI-driven environmental intelligence initiative, turning the findings into decision briefs on which options were worth pursuing, and contributed material to a global accelerator application.
- Evaluated 100+ universities and institutions across India, Canada and Singapore, shortlisted from a 700+ institution dataset against defined criteria, to decide where market-entry and partnership effort should go first.
- Built and ran warm and cold outreach trackers in Excel and Google Sheets (prospect details, status, next follow-up) and prepared prospect lists of 100+ contacts, covering stakeholder identification and follow-up planning to support outreach.
- Set up trackers, evaluation frameworks and documentation where none existed, giving 10 internal team members a shared view of priorities, owners and next steps so cross-team work did not fall through the cracks.
- Tested the company's career-intelligence platform (two product tiers) end to end, translated product capabilities into an 8 to 9 minute client demo flow, and presented the product live to a prospective institutional client alongside the founder, handling audience questions.
- Developed positioning and pitch-deck content for four concurrent product initiatives, adapting messaging to different audiences and supporting strategic presentations.
- Contributed to the revenue strategy and funding document for a community platform for women entrepreneurs, refining it with leadership over multiple rounds.

- Used Claude, ChatGPT and Gemini daily to research, analyze, draft and iterate, and checked every output for accuracy and detail before it reached the founders.
- Wrote handover documentation for all ongoing projects so ownership could transfer without loss of context.

HR Intern

Apr 2025 to Jul 2025

Nithra Apps India Private Limited | Tiruchengode, Tamil Nadu

- Worked hands-on in the recruiting workflow: job postings, resume screening, interview coordination and candidate communication, keeping the process consistent across roles.
- Maintained employee records, attendance data and performance-management entries; handled EPF/ESI documentation and HR policy compliance.
- Organized role-specific performance indicators into structured appraisal frameworks and supported onboarding for new joiners.

EDUCATION

MBA, Waste Management & Social Entrepreneurship

2024 to 2026

PSG Institute of Management (Anna University) | Minor: Human Resources

- Relevant: Strategy, Business Research, Quantitative Analysis, Entrepreneurship, Human Resources, Cross-functional Project Management

B.Com, E-Commerce

2021 to 2024

Vellalar College for Women (Bharathiar University)

SELECTED PROJECTS & LEADERSHIP

Green HRM & Responsible Leadership Impact Study (MBA Capstone). Designed and ran primary quantitative research with 236 respondents. Applied linear regression, mediation analysis and SEM to test direct, indirect and total effects between Green HRM, responsible leadership and employee environmental performance, then translated the results into managerial recommendations.

E-Cell Core Member, PSG Institute of Management (Treasurer, Documentation & Design). Organized the YES Summit and coordinated logistics for TNGSS 2025, Productivity Conclave 2025 and Impact 60; managed treasury, documentation and design for the cell. Also volunteered at TNGSS 2025 on international delegate engagement and on-ground coordination.

Community Outreach, Waste Management Awareness. Delivered NGO-developed sustainability awareness sessions across 10 government schools in Coimbatore, reaching 400+ students.

College Student President, UG (2024). Led student governance for the self-financing stream, coordinating initiatives with academic and administrative stakeholders across multiple deadlines.

CORE COMPETENCIES

Founder's Office | Strategy & Operations | Problem Structuring | Market Research | Opportunity Assessment | Business Judgment | Growth & GTM | Positioning & Messaging | Pipeline Tracking | Process Building | Cross-functional Ownership | Spreadsheet Analysis | Quantitative Research | Product Feedback | Recruiting Operations