

ESHAN RAVURI

PRODUCT MANAGER · E-COMMERCE & AI

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SUMMARY

E-commerce Product Manager and digital operations leader with 7+ years building and shipping Shopify-based products, AI-enabled workflows, and multi-channel revenue growth. Founder-operator who shipped two production AI-powered Shopify applications and launched direct-to-consumer brands generating \$1M+ in first-year revenue. Proven in owning product strategy, roadmap, UX execution, and conversion optimization end-to-end, and leading cross-functional teams across product, engineering, growth, and operations.

EXPERIENCE

ANGRY DIGITAL INC. – Founder & CEO – Atlanta, GA

2021 – Present

- Led product strategy and roadmap for two production AI-powered Shopify applications — [Nexeo.ai](#) (AI search-visibility platform) and WebPixr (merchant web & e-commerce tooling).
- Partnered with engineering and UX to define requirements, run UAT, and ship product features that increased merchant conversion rate by 340%.
- Architected AI-first workflow systems on OpenAI and Claude to automate merchant, marketing, and product operations and accelerate release velocity.
- Managed six-figure monthly paid-media budgets across Meta, Google, Bing, and TikTok, optimizing full-funnel conversion and customer-acquisition cost.

AMUSTYCOW INC. – Chief Operating Officer – Atlanta, GA

Mar 2022 – Dec 2023

- Launched a Shopify-based coaching product that generated \$1M+ in revenue, owning the build, merchandising, and conversion funnel.
- Built and scaled a Shopify merchandise operation to \$500K+ in revenue and 10,000+ units across ~30 countries with zero paid media.
- Applied design thinking to create a new revenue stream through optimized checkout flow and merchandising across digital product lines.
- Drove audience growth from 1.7M to 3.1M subscribers and contributed to \$1M+ in partnership and sponsorship revenue.

D & E CAPITAL INVESTMENT GROUP, LLC – Director of Marketing & Business Development – Atlanta, GA

May 2020 – Feb 2022

- Led growth, customer acquisition, and e-commerce initiatives across a portfolio of consumer-facing brands, improving operational scalability and revenue-generation systems.

SELECTED E-COMMERCE VENTURES – Founder – Atlanta, GA

2020 – Present

- Paris Watch Co. — Launched a DTC watch brand to \$80K first-month and \$1M+ first-year revenue; owned product, sourcing, storefront, and acquisition.
- Ice Dazzle® — Built a multi-million-dollar DTC jewelry brand; secured campaigns with Howie Mandel, Jay Wheeler, Intel, Cash App, and NRG.
- Accelerate Time — Launched an automotive-inspired watch brand spanning 100+ models and flagship collections (Racemaster, RennSport, X-Caliber) with a global customer base.

SKILLS

Product Management: Product Strategy & Roadmaps, Prioritization, Agile & Sprint Planning, Requirements Definition, UAT, Stakeholder Management, Cross-Functional Leadership, Go-to-Market

E-commerce & Platforms: Shopify, Shopify Plus, Shopify Admin API, App Development, Headless Commerce, Third-Party Integrations, Storefront & Checkout Optimization, SEO

AI & Analytics: AI / LLM Workflow Architecture, OpenAI, Claude, Prompt Engineering, A/B Testing, Conversion Optimization, KPI & Funnel Analysis, Google Analytics

Growth & Tools: Performance Marketing (Meta, Google, Bing, TikTok), JIRA, Confluence, ClickUp, Notion, Slack, Salesforce, Monday

EDUCATION

UNIVERSITY OF GEORGIA, Terry College of Business – [Role] – Athens, GA

B.B.A. in Finance — 3 of 4 years completed