

Praveen Mahato (Ryan)

Product Manager | AI Products, Web Product, Growth & Analytics

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Product manager with a developer's background and more than 15 years of building, running and growing websites and web products. I shape products around the people using them: for over six years I moulded a social platform around how students and children actually behaved on it, and I own and run horsesales.ie end to end, from product design to marketing, traffic and revenue. I **know AI inside out and build products both with it and around it**: I design pattern-recognition and analysis algorithms, choose and fine-tune models, evaluate what they produce, and turn that into features people understand and trust. I track user behaviour and trends through analytics, find out what people are searching for and what they need, and bring traffic in from organic search, AI search, paid advertising and other channels. Because I can build the product myself, I turn insights into working features quickly and talk to engineers and data scientists in their own language.

POSITION Product Manager • AI Product Manager

WHAT I BRING

- **AI product building**: shaping products with AI and around AI, from spotting where AI genuinely helps the user, to choosing the model approach, defining the data, evaluating output quality and cost, and shipping it as a feature people trust
- **Pattern recognition and algorithm design**: creating algorithms that find patterns and signals in user behaviour, search, sales, market and financial data, and turning them into product decisions and features
- **Model know-how**: large language models, prompt design, fine-tuning specialised models, local LLMs and generative AI, with a clear view of what they can and can't do
- **User-centred product shaping**: researching what users need and building the product around their behaviour
- **Growth and marketing**: SEO and organic ranking, paid advertising, and ad content targeted to user intent
- **AI search visibility**: getting the product found, cited and recommended by Google AI Overviews, ChatGPT and Perplexity
- **Analytics and commercial focus**: tracking traffic, search terms, behaviour and conversion, and turning traffic into satisfied, returning customers and sustainable revenue
- **Hands-on delivery**: I can design, build and ship features myself, and work closely with engineering teams

WORK EXPERIENCE

Ongoing

Owner — Product, Marketing & Growth

horsesales.ie, Ireland

- Worked on building and marketing horsesales.ie, an online marketplace for buying and selling horses in Ireland, and then took over full ownership of the business.
- Now run it end to end as owner: product direction, development, marketing, growth and revenue.
- Track user behaviour, traffic sources and sales figures through analytics to understand what buyers and sellers look for, and evolve the site around it.
- Use AI-powered analysis and pattern recognition on user behaviour, search terms, listings and sales data to spot patterns and decide what to build or change next.
- Grow traffic from organic search (SEO, rankings, content targeted to what people search for) and paid advertising, with ads shaped around user behaviour.
- Optimise content and site structure so the site is found and recommended by AI search and assistants (Google AI Overviews, ChatGPT, Perplexity), a fast-growing source of traffic.
- Prioritise, design and build new functionality myself, then measure whether each change improved engagement, satisfaction and sales.

05/2025–10/2026

Senior Consultant — AI Products

Self-employed — Confidential Clients, Remote

- Ran client engagements end to end, from understanding business needs and scoping through to delivery.
- Built AI-powered analysis products for financial data, turning many third-party data sources into clear, usable insights shaped around what clients actually needed.
- Designed the analysis algorithms and pattern-recognition logic that find signals and trends across the data.
- Researched and evaluated AI model approaches, fine-tuned a specialised, compute-efficient model on a corpus I helped build, reviewed its outputs and iterated on quality.

08/2025–12/2025

Website, POS & Marketing (Freelance)

Grá Bia Gastro Truck, Ireland

- Built the business website, integrated the point-of-sale system, and designed the menu banner and promotional leaflets.

05/2019–04/2025

Senior Software Engineer (Product Development)

Cybersmarties, Limerick (Ireland)

- Shaped a social media and monitoring platform for school children for over six years, moulding the product around the needs and behaviour of students and teachers.
- Tracked and studied how students used the platform and turned those insights into new features and improvements focused on engagement, safety and wellbeing.
- Built reporting that generated individual reports for every student and teacher.
- Worked directly with management on product direction across multiple projects, explaining options, trade-offs and timelines.
- Ran load and stress testing and presented cost per user per month to management to guide scaling and spending decisions.
- Built core product features, including a real-time chat service, scalable APIs and a React Native mobile app.
- Delivered in Agile/Scrum sprints using Jira and Slack, with automated testing and CI/CD.

09/2018–04/2019

Web Developer

Hubbard Broadcasting, St. Paul, MN (United States) — On-site

- My main job was analysing millions of user interactions and shaping the product around how readers and viewers actually behaved: what they read, where they dropped off and what kept them coming back.
- Built the product for two groups of users: the audience, and the TV and radio station staff who upload multimedia, articles and news every day, shaping the publishing tools around how those staff worked.
- Ran data-driven development: features and their priority were decided by user behaviour, user needs and what the business could support.
- Created a fast mobile (AMP) version of the website through an API on AWS Lambda (Node.js) to reach more mobile readers, plus an image processing service behind AWS API Gateway.
- Built a subscription system supporting multiple payment methods.
- Automated the migration of a large archive of articles and categories from the old ColdFusion site to the new WordPress site, and removed slow queries and scripts before launch.

03/2017–08/2018

Senior Web Developer

EF Hutton, Springfield, OH (United States) — On-site

- Developed the product and adapted it to user behaviour and user experience, with functionality decided by what users needed and what the company could offer.
- Built a maps web application with multi-stop routing, service and place search, and custom banners for subscribed business owners.
- Designed RESTful APIs in Node.js and integrated several vendors' APIs into a custom Zend PHP application, with data flowing into SuiteCRM.
- Set up a clustered C++ search engine across multiple servers, and moved a JavaScript application to Node.js.
- Worked in Agile/Kanban with Slack, Bitbucket and GitHub, alongside a consultant in another time zone.

02/2016–12/2016

Webmaster

Energy Dynamics, Rockville, MD (United States) — On-site

- Built a large searchable WordPress website with a custom four-layer filtering plugin so users could find what they needed quickly.
- Designed and developed an e-commerce website on BigCommerce.
- Wrote SEO-friendly content for pages, titles and descriptions targeting key search terms.

08/2009–12/2014

Senior Developer · Designer & Programmer

Micro Fox, Kathmandu (Nepal)

- Built online shops (WooCommerce) with checkout and online payments, and websites shaped around each customer's needs.
- Built banner rotation, widgets and interactive modules used across multiple websites.
- Led a development team in Agile sprints and chose user-friendly, interactive front-end designs.

SKILLS

AI & machine learning: AI product strategy, pattern recognition, algorithm design, large language models, prompt design and evaluation, model fine-tuning, local LLMs, generative AI (ComfyUI image, video and 3D workflows), AI-powered data analysis, AWS AI services, Claude Code, Cursor, Copilot

Product: User research and behaviour analysis, feature prioritisation, roadmap planning, stakeholder communication, Agile/Scrum, Jira

Growth & marketing: SEO and content, AI search optimisation (GEO/AEO), structured data, organic and paid traffic, ad creation and targeting, trend monitoring, conversion and revenue focus

Analytics & data: Google Analytics, traffic and behaviour tracking, sales reporting, SQL, Python, Tableau

Technical: Node.js, React, TypeScript, PHP, WordPress, BigCommerce, WooCommerce, MongoDB, MySQL, Redis, AWS (Lambda, API Gateway, SES), Docker

EDUCATION AND TRAINING

11/2008 **B.Tech in Information Technology** — Bangalore University, Bangalore

Contributor to WordPress.org plugins (handle: mauriya)