IMANE MANSOURI

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EDUCATION

Augustana College, IL - B.A., Business Analytics, Business Intelligence & Marketing GPA: 3.7/4.0

Expected Graduation: June 2028
Honors/Awards: B.Human Business For Humanity Fellow | 2x Dean's List | Entrepreneurship Scholarship | Business Excellence Scholarship
Relevant Coursework: Object-Oriented Programming (Python), Data Analytics & Visualization, Statistics, Data Engineering, Marketing
Certifications: Six Sigma Green Belt (AIGPE) | Enterprise Design Thinking Practitioner (IBM) | Machine Learning A-Z: AI, Python & R

SKILLS

Core Skills: Product Strategy & Operations, Product Roadmapping, Product Analytics, Human-Centered Design, Cross-Functional Collaboration, Stakeholder Management, Market & Competitive Analysis, LLMs, Agentic AI & Autonomous Workflows, Generative AI
Technical Skills: SQL, Tableau, Power BI, Sigma Computing, Excel, HTML/CSS, Python, React, n8n (Workflow Automation), Agile/Scrum, Jira, Figma, Adobe Creative Suite.
Languages: Fluent in English, French & Arabic; Beginner in Korean & German

EXPERIENCE

EDGE Center | Rock Island, IL - Project Manager Intern *Feb 2025 - Present*

- Lead a ~10-person team of designers and engineers delivering 200+ client web and branding projects, translating client and design decisions into clear requirements for engineers and sustaining 95% client satisfaction
- Build AI automations for slow and repetitive team workflows while running feedback check-ins with the team to catch blockers early and reduce rework

Helwa Luxury Fragrance Startup | Remote - Product Manager Intern *Dec 2025 - Feb 2026*

- Drove **87%** purchase intent for a patent-pending wearable fragrance product by synthesizing a 278-consumer survey and NSF I-Corps customer-discovery interviews into target-audience and brand-positioning strategy
- Developed a Product Design Report (PDR) and led user testing to drive product and messaging iteration, contributing to Helwa advancing to the **finals** of the Roslyn & Elliot Jaffe Retail Entrepreneur Competition

Augustana Math and Data Science Department - ML Lead Research Assistant *May 2025 - Aug 2025*

- Improved predictive model accuracy by **15%** (AUC) for a clinical severity-scoring tool (Hemophilia A/B), applying iterative ML testing (decision trees, random forests, ensemble methods) across **5,000+** patient records
- Strengthened model robustness and feature selection by auditing **20+** peer-reviewed studies for methodological gaps and incorporating additional clinical/genetic variables

PROJECTS

HeadsUp | HackGT13, Impiricus Challenge- Product Manager

- Validated a physician pain point through secondary research and Impiricus workshop insights, then led team ideation and cut the feature list into a prioritized roadmap the team shipped in one weekend; Learned Medicare coverage rules, insurer APIs and CMS data from scratch and taught them to the engineers, assigned tasks, designed edge-case tests, and built the storyline and the pitch

Signall | CS Girlies Annual Hackathon for Wellness- Product & Data Lead

- Led feature prioritization and designed the user journey for a full-stack symptom tracker that automatically pairs each symptom log with local environmental data for users to share with their doctors, and built the MongoDB Atlas database, authentication and environmental API integration

Client Follow-Up Assistant | AI Workflow Automation

- Reduced follow-up response lag by **~90%** by designing an LLM-powered agentic workflow (n8n, Gmail, Gemini) that autonomously flags stalled client threads and drafts ready-to-send replies, surfacing **3-4** actionable follow-ups **daily**

Executive Data Visualization | Office of the VP, Augustana College

- Built an interactive React admissions dashboard integrating **5 years** of applicant data across 3 decision types with dynamic filtering and multi-chart visualizations, enabling data-driven strategic planning for leadership

LEADERSHIP & INVOLVEMENT

- **Co-Director, HackAugie:** Launched Augustana's first hackathon by securing **$14K+** in funding and leading execution across logistics, mentors, judges, and speakers, growing the event to **150+** participants nationwide
- **Semi-Finalist, $50K Boston University Susilo Institute Business + Ethics Case Competition:** Advanced out of **120+** teams by developing a market and competitor analysis for Single Technologies, a biotech company, weighing the business and ethical tradeoffs of monetizing its data vs. selling equipment
- **Founder of DFA (Design For America) Student Chapter:** Founded Augustana's chapter of Design for America's national student network, the campus's first human-centered design organization
- **Track Chair, The Digital Collegium Conference:** Moderated the "Hot Topics in Higher Ed" track, facilitating discussions on digital innovation in higher education for **400+** attendees (Michigan, 2025)
- **Participant, The American Advertising Federation's National Student Advertising Competition:** Helped develop a full integrated marketing campaign for the NFL