

NOVELLE MAHARJAN

nmaharj2@simon.rochester.edu | (585) 363-9160 | [linkedin.com/in/novellemaharjan](https://www.linkedin.com/in/novellemaharjan) | [novellemaharjan.com](https://www.novellemaharjan.com)

EDUCATION

Simon Business School, University of Rochester

Rochester, NY

Master of Business Administration (STEM-Designated Program)

May 2027

- Concentration: Strategy and Operations
- Honors & Awards: Merit Scholar (Stephen & Barbara Shepard), Forté Fellow & Ambassador, National Black MBA Fellow
- Competition Wins: Simon Winter Case Competition (social media launch), Ain Center AI Hackathon (AI for social care)
- Organizations: President of Simon Women in Business, Member of Simon Vision Consulting, LatAm Students of Simon

Escuela Bancaria y Comercial (EBC)

Mexico City, MX

Bachelor's in Finance & Banking, GPA 3.7

August 2020

- Graduated with AMIB Certification to provide licensed financial & investment advisory in Mexico.

PROFESSIONAL EXPERIENCE

Finta (AI fundraising and investor CRM platform)

Buffalo, NY

AI Strategy & Pricing Intern

June 2026 - August 2026

- Reduced AI operating costs by 80% by building a pricing and credit-economics model that improved model-routing decisions, using LangSmith to evaluate output quality while protecting internal margins and workflow performance.
- Modeled a 2.9x signup-to-trial lift by rebuilding new-user onboarding around activation credits and email engagement, creating a more scalable activation model that balanced conversion with top-up and subscription growth.

Yaydoo (LatAm payments division of Paystand Inc.)

Mexico City, MX

Enterprise Operations Consultant

February 2025 - June 2025

- Recovered a delayed enterprise launch tied to a \$5.5M client contract by converting the product roadmap into Jira sprint workflows, restoring cross-functional execution across product and operations teams during a critical rollout.
- Reduced 100+ hours of weekly manual sales work by deploying AI agents for customer meeting analysis and SQL reporting across 5 departments, training 20 employees to operationalize the workflow at scale.

Scale AI

Mexico City, MX

Operations Program Manager

September 2022 - January 2024

- Managed 10 Generative AI training projects in parallel that produced 60K+ human-labeled data points/month for enterprise model development, coordinating cross-functional delivery with strict quality standards and process optimization across workstreams.
- Turned a technically complex 3D AR/VR labeling workflow into a trainable operation, reducing ramp time from 2 weeks to 3 days through multilingual training and project-specific benchmark tools while maintaining 95% quality across 2,000+ contributors.
- Built SQL and Power BI dashboards that gave C-level leaders trusted visibility into delivery risk and staffing gaps, supporting resource allocation and execution decisions across multiple projects before client timelines were affected.

Oyster Financial

Mexico City, MX

Operations Coordinator

February 2021 - July 2022

- Directed the offboarding of 65,000+ users after company acquisition by building the transition operating plan and coordinating cross-functional department leads, minimizing disruption and protecting customer trust during a high-stakes business transition.
- Recovered \$300K in 6 months from a 6,000-user delinquent portfolio by building and training the credit collections team, overhauling repayment tracking through HubSpot CRM and IVR workflows that automated outreach.

Ibriz.ai

Mexico City, MX

Project Manager

July 2020 - December 2020

- Led an ML-based market research project for a fintech client (Oyster Financial), defining the ICP by refining 1M+ behavioral records into 1,000 high-affinity prospects and using Google Analytics and marketing tools to drive 70% outreach engagement.

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Spanish (Fluent), Hindi (Basic), Nepali (Native)
- **Programming Languages:** SQL, Python, JavaScript
- **Technical Software:** Power BI, Tableau, Looker Studio, Jira, Trello, HubSpot, Google Apps Script, n8n, Monday.com
- **Volunteering:** Promoted 5 exhibits at Museo Nacional de Antropología, supporting 10,000 multilingual visitors. Mentored 2 international students during their first year to support academic adjustment and early program success.
- **Interests:** Design and branding projects, amateur astronomy, and strategy-based video games