Avinash Rayudu

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EXPERIENCE

Zacao Chocolate, GTM Operations Analyst (contract) Brooklyn, NY, Jan 2026 to present

A consumer products brand selling online, on Amazon and Faire, and wholesale to stores. Reports to the founder.

- Reconciled 106 open store invoices ($12,171.47) against two payment trackers, invoice paperwork and bank deposits; showed stores actually owed about $910.
- Built ZACAO Intelligence, the team's dashboard, refreshed daily by an agent that publishes only when 6 checks against Finaloop pass.
- Invoiced $2,801.70 of delivered orders missing from the books and voided 13 invoices for orders never delivered.
- Found 39 invoices ($3,495.35) collected but never marked paid, a $900 double payment, and 9 duplicate invoice sets across 255 invoices.
- Tied a restaurant customer's full invoice history ($13,491.74) to bank deposits with no unexplained difference.
- Tested a Retell voice agent on 30 adversarial scenarios before launch.
- Researched named wholesale contacts for 1,008 target accounts; 430 have an emailable contact.

HR Talent Alliance (NYU capstone), Strategy and Operations Consultant New York, NY, Sep 2025 to Dec 2025

- Led a 4-person team through market analysis of 6 to 8 segments; built ROI and demand models that narrowed them to 3, and delivered a phased go-to-market roadmap over 15 weeks.

A B2B SaaS company, Founder and GTM Operations Lead India, May 2022 to Apr 2024

- Grew from zero to 20+ clients in six months with no outside funding.

NYU, Research volunteer, Prof. Joseph Foy New York, NY

- Built SQL and Python pipelines over 1,000+ academic programs.

PROJECTS (SYNTHETIC DATA, ON GITHUB)

- **forecast-health-monitor.** 13-week cash forecast that explains its misses and dates the actions; found all 8 holdout events; with tight credit held the worst dip to $67,629 vs $140,937.
- **dtc-cash-onboarding.** Maps brand exports into one cash ledger accepted only when it ties to the bank; 51 injected errors, none silently accepted; 0 wrong labels on a second blind holdout.
- **workflow-reliability-lab.** One finance workflow built three ways and graded on 33 exact-answer questions; scorer caught 121 of 121 planted mistakes and passed 384 of 384 clean answers.

EDUCATION

NYU Tandon School of Engineering, MS, Management of Technology May 2026

SRM University, B.Tech, Electrical and Electronics Engineering May 2023

SKILLS

Finance and ops: Receivables (AR) reconciliation, cash forecasting, variance analysis, Excel and Google Sheets modeling
Data: SQL, Python (pandas, scikit-learn), DuckDB, Google Apps Script
Platforms: Finaloop, Shopify, HubSpot, Klaviyo, Clay, Retell AI, Zapier, n8n
AI tools: Claude Code, Claude, ChatGPT, Codex
Certifications: McKinsey Forward Program; Lean Six Sigma Yellow Belt; Microsoft Power BI Fundamentals