

Anim Rahman

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1B+ MEDIA IMPRESSIONS	A\$20M+ REVENUE INFLUENCED	12+ PRODUCTS LAUNCHED	9 COUNTRY PROGRAMS
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PROFILE

Product Owner and AI product manager who takes products from zero to one and then makes them earn. I pair discovery and prioritisation with hands-on delivery — writing the strategy, then working in the codebase beside engineering to ship it. Currently own product across Wonder Group's four-product portfolio — a wedding media marketplace, a proptech lead-gen platform, a multi-tenant SEO SaaS, and a Stripe-powered payments platform — after ten years building across humanitarian technology and climate.

EXPERIENCE

Product Owner

2022 — PRESENT

Wonder Group — Wedded Wonderland · Liviti · RankForge · Payment Platform · Sydney

- Own product across the group's four-repo portfolio, working directly in each codebase alongside engineering rather than handing off specs — **1,400+ commits** of my own across the group from March 2026 to August 2026.
- WEDDED WONDERLAND** destination-wedding marketplace · Next.js/Prisma · 1,200 commits
- Own the full platform: SEO content site, vendor directory with paid listings, B2B/consumer subscriptions, couple planning tools, Stripe checkout and the internal admin CMS.
 - Led **Wedded Week** to **A\$500K+** revenue and **600M+** impressions in 2024 (**1B+** cumulative, **32,000** users, **75%** engagement across **7+** markets); revived the vendor marketplace with SEO and lifecycle automation — enquiries up **800%** in 90 days, renewals up **68%** YoY.
 - Own money-path correctness end to end — Stripe checkout/subscriptions, coupon and GST/service-fee pricing, entitlement recomputation — and rebuilt Core Web Vitals and technical SEO across roughly **1,000** public routes.
- LIVITI** proptech lead-gen platform · Next.js/Prisma · nextjs-liviti
- Rebuilt the site's architecture end to end (route groups, CMS foundation) and shipped calculator-driven lead capture across **10** profession verticals.
 - Built a unified Integrations view with webhook delivery logging, consolidating three separate lead inboxes into one admin surface; added a blog builder, redirect builder and 404 tracker.
 - Closed an admin webhook auth/SSRF gap and shipped Core Web Vitals + smooth-scroll performance work.
- RANKFORGE** multi-tenant SEO/content SaaS · Next.js + FastAPI
- Directed and implemented the product's full rebrand onto the group's design language (design tokens, typography, component primitives) across every screen of the multi-tenant app.
- PAYMENT PLATFORM** vendor payouts & split payments · Next.js/Stripe/Supabase · 127 commits
- Own the group's Stripe-powered split-payment and payout platform for vendors and couples — vendor/consumer onboarding, auth, analytics and admin.
 - Built a slug-based, registry-validated consent system (T&Cs, payment agreement, privacy) spanning onboarding; replatformed the couples landing page as the product's home and instrumented the funnel with PostHog.

- Centralised the Stripe API version and hardened webhook handling; fixed a zero-decimal-currency bug that was overcharging by 100x, and closed vendor-onboarding security gaps.

AI Product Strategy & Delivery Consultant

INDEPENDENT

animrahman.com — founders and growing teams, remote

- Advise founders and growing teams on validating, designing and launching AI products across three engagement shapes: product strategy and roadmapping, 0–1 development, and growth and conversion work.
- Built an end-to-end CRM and sales-automation system for a boutique real-estate agency — lead response **60%** faster and revenue up **35%** in six months, with real-time visibility into agent performance and marketing ROI.
- Designed an AI content and monetisation system for a lifestyle influencer brand on Notion, n8n, ChatGPT, Gumroad and Stripe: **4,000** subscribers in 45 days and an **8.3%** visitor-to-customer conversion rate, with posting fully automated.

Business Analyst

2021 — 2022

Save the Children International · Sydney

- Analysed programme processes and delivered technology solutions for humanitarian operations across **9** countries.
- **Learning Tree** — an offline-capable learning management system for teachers and caregivers in low-connectivity regions, reaching **100K+** users.
- **LNS** — an assessment tool letting teachers measure and monitor student progress after COVID school closures, **25K+** users.
- Translated field requirements from country programme teams into specifications engineering could build against.

SELECTED WORK

TRAVEL TECH Wedded Week Omni-channel wedding summit connecting vendors with engaged couples. 1B+ impressions.	MARKETPLACE Wedded Network Vendor directory and lead-generation platform with search, reviews and booking.
SAAS Wedded Directory Self-serve platform for vendors to manage profiles, leads and analytics.	PROPTech ST Trinity Portfolio site for premium residential and commercial developments.
CLIMATE My Forest Child Carbon calculator and climate-action donation app.	CLIMATE Climate Wars Mobile game teaching environmental awareness through gamified challenges.
COMMUNITY RAVELEVEL Invite-only ecosystem for ravers, DJs and organisers. No feeds, no clout — only real attendance.	PERSONAL Supecoder Landing page for the Ultimate AI Bundle — GPT prompts, art prompts, eBooks and success planners.

CAPABILITIES

PRODUCT

0–1 development · discovery and validation · roadmapping and prioritisation · agile and scrum · stakeholder management · pricing and packaging

AI

AI-accelerated delivery workflows · agent tooling and skills · LLM content and automation systems · prompt and workflow design (n8n, ChatGPT)

TECHNICAL	Next.js and React · TypeScript · Node.js · Python/FastAPI · Prisma and PostgreSQL · Supabase · Stripe · Zoho CRM · Vercel · Sentry
GROWTH & DATA	Technical SEO · GA4 and Search Console · conversion-funnel analysis · A/B testing · Core Web Vitals · lifecycle and retargeting automation
DESIGN	UX design · design systems · prototyping · Figma · content and editorial direction

EDUCATION

Bachelor of Digital Business <i>Sydney, Australia</i>	2020
Certified Scrum Product Owner (CSPO) <i>Scrum Alliance</i>	2023