

Yash Chordia

Product Manager, Open Platform

San Francisco, CA, United States | [LinkedIn](#)

Product manager at TikTok focused on monetization, developer platforms, and creator commerce. Built Mini Drama ads from pilot to 40+ partners and launched TikTok Minis' first creator-commerce vertical with Cameo.

EXPERIENCE

Product Manager, Open Platform (TikTok Minis, Developer APIs & Partnerships) Jun 2025 — Jul 2026
TikTok / ByteDance *San Jose, California, United States*

Owned monetization and creator-commerce initiatives across TikTok Minis. Scaled Mini Drama in-app ads from 6 to 40+ partners in two months, growing daily ad spend 10x while maintaining >100% D0 ROAS. Extended WebPay to Android and increased its share of subscription checkouts from 3% to 19%. Launched platform-funded discounts that lifted D0 ROAS by >20%. Built TikTok Minis' first creator-commerce vertical with Cameo, which received 5M+ clicks on day one. Shipped the company's first movie-ticketing integration with Fandango and expanded Minis into Brazil and Mexico.

Product Management Intern Jun 2024 — Aug 2024
Alarm.com *Tysons Corner, Virginia, United States*

Translated customer feedback into enterprise commercial-video requirements that launched the following quarter and expanded the eligible customer base by 15%. Analyzed usage across 8 verticals, synthesized 50 customer interviews, and identified 3 priority segments to shape Developer Portal navigation and engineering priorities.

Software Engineering Intern Oct 2023 — Jan 2024
Toast

Technical Product Management Intern Jun 2023 — Sep 2023
Southern California Edison (SCE) *Pomona, CA*

Defined API specifications and shipped integrations for real-time weather and asset-monitoring feeds into an enterprise GIS platform. Improved forecast-to-actual accuracy by 20% for grid operations through acceptance criteria definition and QA coordination.

Software Engineering Intern Nov 2022 — Jun 2023
Toast *Irvine, CA*

Built a Spring Boot integration test suite with 95% coverage for drive-through sensor postbacks, helping sustain 99.9% production uptime. Developed a Python recovery algorithm deployed to 40,000+ sensors that reduced data loss by 25%. Increased database query capacity 4x through Apache Tomcat connection pooling and caching.

Technical Program Management Intern Jun 2022 — Aug 2022
Fox Corporation *Los Angeles, California, United States*

Deployed Vidrovr's AI/ML guest-identification system across 3 FOX primetime shows and 10,000+ guests. Increased metadata accuracy by 35% while reducing manual tagging and search time through coordination of requirements, integration, and QA.

Director of Consulting Sep 2021 — Jun 2025
180 Degrees Consulting *Irvine, California, United States*

Led 5 pro bono consulting projects with 5-8-person teams across a 40+ member organization. Recruited and trained 25+ consultants, staffed ~3 engagements per quarter, and maintained 95% client satisfaction.

EDUCATION

University of California, Irvine - The Paul Merage School of Business Sep 2021 — Jun 2025
Bachelor's degree in Business Information Management

GPA: 3.84, Dean's Honor List

SKILLS

Python (Programming Language) · Microsoft Excel · Java · Spring Boot · Apache Tomcat · Maven · JUnit · Postman · Git · GitHub · Figma · Jira · Confluence · Product Strategy · Roadmaps · PRDs · A/B Testing · Experiment Design · Funnel Analysis · Pricing · 0-to-1 Launches · API Design · REST APIs · OpenAPI · JSON · OAuth · Microservices · Data Postbacks · Partner Integrations · SQL · PostgreSQL · Tableau · Looker · Product Analytics · Attribution Analysis · Event Tracking · Growth · Monetization · Payments · Subscriptions · In-App Ads · Developer Platforms · Personalization · GTM