

# AJINKYA KATE

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## PROFESSIONAL EXPERIENCE

### PRODUCT OWNER

D-engage

Jan 2025 – Present  
Remote / India

- Own the product backlog and roadmap for a focused squad in a B2B marketing automation platform.
- Translate product vision and stakeholder requirements into clear epics, user stories, and acceptance criteria.
- Plan and run sprints with Scrum team, balancing new features, UX improvements, and tech debt.
- Collaborate daily with engineers to clarify flows, edge cases, and API contracts, reducing rework and surprises.
- Lead competitor analysis of AI features in marketing tools and propose AI-assisted content/journey generation solutions now in development.

### MARKETING & TECHNICAL SUPPORT EXECUTIVE

D-engage / Denner.in

May 2022 – Dec 2024  
Pune / Remote

- Supported customers on D-engage across onboarding, segmentation, campaigns, and reporting, troubleshooting issues and guiding them through key workflows.
- Captured recurring pain points and feature requests, feeding structured insights into the product backlog to help prioritise fixes and improvements.
- Helped marketing and success teams explain product capabilities via simple guides, FAQs, and walkthroughs.

## STARTUP & PRODUCT EXPERIENCE

### FOUNDING PRODUCT MANAGER (PART-TIME)

Qport

Aug 2025 – Present  
Remote

- Joined early with founders and developers to help build the platform from 0→1.
- Turned a client PRD into a roadmap, feature list, and user flows the team could ship against.
- Wrote product documentation, user stories, and release notes to keep business and tech aligned.
- Used AI tools for faster research, documentation drafts, and exploring alternative UX and feature ideas.

### PRODUCT & ANALYTICS CONTRIBUTOR (PART-TIME)

Denner

Mar 2024 – Dec 2024  
Pune / Remote

- Contributed to product and analytics for Denner, a Pune-based housing and roommate startup, alongside full-time work at D-engage.
- Implemented Mixpanel tracking on the mobile app to capture key actions and drop-offs in core journeys.
- Built and analysed onboarding funnels and suggested UX and flow changes to improve activation and early retention.

## SKILLS

**Product** Backlog management, feature prioritisation, roadmap thinking, user stories & acceptance criteria, PRD breakdown, user journey mapping, onboarding optimisation, competitor research, AI feature exploration.

**Methods** Agile / Scrum (sprints, refinement, stand-ups, reviews, retrospectives), stakeholder communication, data-informed decisions, basic KPI tracking, cross-functional collaboration.

**Tools** Mixpanel (events, funnels), Power BI, Excel / Google Sheets, Jira, Confluence

## EDUCATION & CERTIFICATIONS

**BACHELOR OF BUSINESS ADMINISTRATION (BBA) – BUSINESS ANALYTICS** | Savitribai Phule Pune University, Pune

- CSPO (Certified Scrum Product Owner) – Scrum Alliance
- Product Management Bootcamp – Growth School