

# AJINKYA KATE

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## PROFESSIONAL EXPERIENCE

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### PRODUCT OWNER

Jan 2025 – Present

D-engage

Remote / India

- Own the product backlog and roadmap for a mobile-focused squad in a B2B marketing platform.
- Translate product vision and business goals into clear epics, user stories, and acceptance criteria.
- Plan sprints with the Senior PM and developers, balancing features, UX tweaks, and tech debt.
- Collaborate daily with engineers to clarify flows and edge cases for smooth, expected delivery.
- Led analysis of AI features in competitor tools and proposed an AI content/journey generation solution now in development.

### MARKETING & TECHNICAL SUPPORT EXECUTIVE

May 2022 – Dec 2024

D-engage / Denner.in

Pune / Remote

- Supported customers on D-engage, troubleshooting issues and guiding them through key workflows.
- Captured recurring pain points and requests, feeding structured insights into the product backlog.
- Helped marketing explain product capabilities and created simple help content and FAQs.

## STARTUP & PRODUCT EXPERIENCE

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### FOUNDING PRODUCT MANAGER (PART-TIME)

Aug 2025 – Present

Qport

Remote

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

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

Mar 2024 – Dec 2024

Denner

Pune / Remote

- Approached founders of Denner, a Pune-based housing and roommate startup, to contribute on product and analytics 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/flow changes to improve activation.

## SKILLS

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

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

**Tools** Mixpanel (events, funnels), Power BI, Excel / Google Sheets, Google Docs / Slides, Jira / ClickUp / Trello, Notion / Confluence

## EDUCATION & CERTIFICATIONS

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

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