Arnauv Gilotra

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Product Manager with 2 years of experience, combining a strong engineering background with experience in delivering impactful products. Excel at leading cross-functional teams from product inception to launch.

Work Experience

Associate Product Manager | **vidIQ** | Remote, Toronto   **May 2022 to Present**

- Entrusted with **leading the Q3'23 roadmap** for the Growth Squad, **directing** a cross-functional team of **6 engineers and 1 designer**. The product priorities outlined in the roadmap are projected to generate a **recurring increase in MRR by $40K**.
- Spearheaded the Growth Team's localized product pricing project, leading to a **~900% increase in conversion rates** in India and 10 other tier 3 countries. This strategy resulted in a **~120% rise in MRR**, achieving the organization's highest ever MRR from India.
- **Led several A/B tests** on the purchase funnels that directly contributed to the generation of **over $2M in estimated ARR** by cutting down on funnel friction through product design improvements and introducing stripe's one click checkout technology.
- Leveraged **prompt engineering techniques** to refine a GPT-based chatBot, resulting in a noteworthy **reduction of negative ratings by over 50%**.
- Drove product innovation by **conducting 15+ user tests** involving over **200 users**, utilizing feedback to inform and propose impactful design modifications and new wireframes.
- Informed critical product decisions through **comprehensive user data research** conducted via Amplitude.
- Authored **9 innovative product specifications** in 1H 2023, shaping the Q3 roadmap and driving product evolution to **empower creators to succeed on YouTube.**

Co-Founder and Product Owner | **UpGuide.ai** | Gurugram, India   **Sep 2020 to Sep 2021**

- Led the **product development from '0 to 1'**, transforming **initial vision** into actionable specifications and steering collaboration with engineering & design teams for the **successful launch** of the **platform's first version.**
- Built a custom **college recommendation engine supporting 5k+ colleges** and **engineered 75+** front-end screens, enhancing the user experience.
- Initiated user feedback drives and iterative design modifications post-launch, driving a significant user **retention boost by over 34%** and enabling over 1000 students through to universities
- Orchestrated product marketing campaigns that generated **4k+ leads and $50k in revenue**.

Education

Computer Engineering (IPR) | Junior at University of Toronto | **Class of 2025** + 1 Co-op

Key Skills:

Agile Product Development, Stakeholder Management, Product Roadmaps, A/B Testing, Cross-Functional Leadership, Data-Driven Decision Making, GTM Strategy, Feature Prioritization, UI/UX Design, Data Structures & Algorithms, C/C++, Python,