



VENKATESH PALLAPU

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🌐 [Portfolio](#) | [LinkedIn](#)

PRODUCT MANAGER | AI-ENABLED PRODUCT BUILDER | 0→1 SPECIALIST

Strategic and results-driven **Product Manager** with 3.5+ years of experience **leading end-to-end product development** in startup and enterprise environments. **Skilled in customer discovery, product lifecycle management, and cross-functional collaboration.** Adept at **leveraging AI technologies** and **data-driven decision-making** to optimize performance, **boost conversions**, and deliver business value.

CORE COMPETENCIES

Product Strategy • Product Roadmapping • Agile & Scrum • Stakeholder Management • PRD • Product Discovery • Product Analytics • Feature Prioritization • UI/UX Optimization • Growth Experimentation • Cross-Functional Collaboration • OKRs • Data-Driven Decisions • KPI • Userstory • Product-Lifecycle • Client Relations • Market Research • MVP • Wireframes • Funnel Optimization • A/B Testing • AI/LLM Integration • Go-to-Market Execution.

PROFESSIONAL EXPERIENCE

Product Manager

Data Pro Information Technology Pvt Ltd – PUNE

Jul 2022 – Present

- **Led** the 0→1 development of **Capsure**, a browser-based Ad Compliance tool adopted by 150+ agencies, achieving **30K DAUs** and a **95% QA pass rate**.
- **Designed and launched** the **Rule Template Marketplace**, reducing onboarding time by **38%** and saving over **250+ man-hours/month**.
- **Built and deployed TimesheetGuru**, an internal timesheet and analytics platform in 60 days, reducing **payroll discrepancies by 60%** and increasing reporting accuracy by **70%**.
- **Revamped** the checkout funnel, increasing **conversion by 13%**, lowering abandonment from 57% to **41%**, and raising AOV by **11%** using predictive coupons and wallet integrations.
- **Collaborated** with cross-functional teams to define roadmaps, write PRDs, and execute Agile sprints.

Associate Product Manager

Data Pro Information Technology Pvt Ltd – PUNE

Feb 2022 – Jul 2022

- **Spearheaded** the **Promotion-as-Product** initiative by converting promotional coupons into discoverable tiles, leading to a **+6.2% increase in new bookings**, **+11.8% in repeat orders**, and **\$13.5M in additional GMV**.
- **Partnered** with engineering, design, and analytics to define MVP scope, **track KPIs**, and improve conversion funnels.

Account Manager – Dealer Solutions (Used Cars)

CarTrade Tech Ltd, Hyderabad, Telangana

Jul 2021 – Dec 2021

- Managed dealership portfolios, improving repeat customer rate by 25% through relationship-driven account management.

- Delivered data-backed inventory plans that resulted in a 15% increase in used car sales across assigned territories.

TOOLS & TECHNOLOGIES

AI/ML & Research: ChatGPT, Lovable, V0.dev, DeepSeek, Cursor, Gemini, Bolt

Automation: Zapier, N8n

Product & Docs: Jira, Confluence, Notion, GitHub Projects

Analytics & BI: Mixpanel, Amplitude, VWO, Google Analytics 4, Power BI

UX & Design: Figma, Miro, Balsamiq

Infra & Payments: Firebase, Supabase, Razorpay, Stripe, Shopify

Marketing Tools: Digital Marketing, Semrush, Mailchimp, HubSpot.

EDUCATION

MBA, Marketing

CMR Institute of Technology, Hyderabad | 2019–2021 | **Distinction**

B.Com, Tourism & Travel Management

Osmania University, Hyderabad | 2016–2019 | **Aggregate: 83%**

CERTIFICATIONS

- Product Manager Certification – **Product School**
- Google Analytics 4 – **Google Skillshop**
- Product Analytics – **Mixpanel Academy**
- Workflow Automation – **Zapier**
- SEO Specialization – University of California, Davis
- Digital Marketing – Internshala
- Generative AI Workflows & Prompt Engineering – Self-Led

INTERNSHIPS & EARLY EXPERIENCE

Operations Executive

Unschool.in – Remote | Jun – Jul 2020

- **Improved** workflow efficiency by **10%**; supported cross-functional ops initiatives.

Campus Ambassador

Internshala – Remote | Nov 2018 – Jan 2019

- **Increased** student sign-ups by **25%** through grassroots outreach campaigns.