ADITYA KUMAR

Mumbai , Maharashtra

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Education

Dr. SSB UICET, PU, Chandigarh   **Aug. 2020 – July 2024**
Bachelor of Engineering in **Food Technology**   *Chandigarh*

Experience

CoverSure - B2C App Associate Product Manager   **July 2024 – Current**
Insurance Management App   *Mumbai, Maharashtra*

- Led end-to-end product roadmap for a **one-stop motor insurance experience**, with micro-services like challan payment, Fastag recharge, PUC, and policy management; led to **100k+ vehicles added** and became a key acquisition driver.
- Defined OKRs and shipped an **insurance & wellness product** for **2 B2C partners**, serving **300,000+ end users**.
- Developed a **Health Risk Analyzer Calculator** to assess risk and recommend ideal coverage; adopted by **300,000+ users** and integrated by a major B2C partner.
- **Revamped the entire CoverSure homepage** with personalised homepage based on user behaviour, driving an **8x increase in engagement;** validated improvements through A/B testing and analytics funnels
- Led the end-to-end **motor insurance product journey**, integrating scalable **APIs with 5+ insurers** to build a seamless and intuitive insurance experience.
- Designed and launched an **automated rule engine** to generate personalised motor quotes and auto-share them with users; boosted **motor insurance leads by 7x**.

Doremon Den - Product Management Intern   **August 2022 – June 2024**
Platform for Product Aspirants   *Remote*

- Recommended and executed **growth and monetisation strategies**, resulting in **6x revenue growth** and expansion to the **23rd cohort**.
- Managed and scaled a **community of 10,000+ product aspirants**, increasing engagement and active participation across channels.

Serri - Growth Specialist   **May 2023 – July 2023**
Marketing CRM   *Remote*

- Generated, qualified, and closed warm leads, contributing significantly to overall **client base expansion**.
- Collaborated with incubators across **India and Singapore**, resulting in a **20% increase in sales leads** and improved pipeline quality.

Projects and Achievements

AI Automated Marketing System   **Sep 2025**

- Designed and deployed an **automated marketing workflow** using **n8n + OpenAI**, enabling scalable, low-ops user outreach; improved efficiency by automating manual campaign tasks.

Hult Prize Global - Sustainable Fashion Innovation Project   **March 2023**

- Conducted in-depth analysis of **pre-consumer textile waste** produced in the fashion industry.
- Developed **sustainable, scalable solutions** to repurpose pre-consumer fabric waste into new value-added products.
- **On-campus winner at Panjab University** and advanced to the **Regional Summit in Mumbai**.

PhoneQ - Queue & Crowd Management System   **Feb 2023**

- Identified key pain points in long wait times across hospitals, salons, and restaurants; developed solutions to streamline queue management.
- Secured **1st runner-up** position in a startup pitching competition at **Delhi University** for the concept.

Upcultus - Entrepreneurship Cohort for School Students   **Sep 2021**

- Partnered with multiple schools to run a year-long entrepreneurship program for students.
- Generated **Rs 1,00,000+ in revenue** and **mentored 200+ students** across cohorts.

Technical Skills

Technologies and Tools: SQL, Figma, Postman, Python, Webengage, Google Analytics, Jira, MS Office, Trello
Product Management Skills: Agile, Sprint Planning, OKRs, A/B Testing, Roadmapping, Product Analytics, PRD Writing

AI Tools: n8n, make, Cursor, Lovable, V0
Core Competencies: Stakeholder Management, User Research, Design Thinking, Consumer Psychology, Critical Thinking
Areas of Interest: Product Management, Agentic AI, Automation, Entrepreneurship