

# Aditya Singh

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## WORK EXPERIENCE

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**Apollo247**

April 2025 – Present

*Product Manager*

*Gurgaon*

- **Grew organic reach & transactions:** Drove **+11M monthly organic sessions** and **+33% uplift in web transactions** via end-to-end SEO & growth initiatives
- **Accelerated web-to-app migration:** Launched contextual nudges converting web traffic to app, adding **50K+ monthly installs** and **26K+ incremental transactions**.
- **Optimized conversion & engagement:** Revamped on-page navigation and offer visibility, lifting **CVR from 1.25% → 1.40%** and increasing session time by **20%**.
- **Built trust & user confidence:** Designed and shipped **Reviews & Ratings** and **Health Queries (AI-assisted Q&A)** features, enhancing platform authority and PDP engagement.
- **Improved user journey efficiency:** Streamlined cart and onboarding flows to reduce friction and improve activation-to-purchase funnel completion.

*Associate Product Manager | April, 2023 – March, 2025*

- **Improved success rates & monetization:** Expanded and optimized payment options, improving success by **+2.5%** and adding **₹1.5 Cr GMV/month**.
- **Delivered frictionless payments:** Implemented **1-click UPI (Juspay)**, reducing **drop-offs by 30%** and **latency by 75%**, improving repeat user experience.
- **Enhanced reliability:** Built intelligent fallback routing for gateway failures, cutting transaction friction by double digits.
- **Enabled affordability:** Launched **EMI payments** for chronic care and insurance plans, increasing AOV and accessibility for high-ticket purchases.
- **Strengthened trust signals:** Partnered with finance and operations to build transparent refund and reconciliation flows improving post-payment NPS.

*Product Analyst | June, 2022 – March, 2023*

- **Automated reconciliation system:** Built pipeline with **98% accuracy**, cutting manual effort and financial risk.
- **Created visibility through dashboards:** Designed **7 cross-functional dashboards** monitoring payment health, refunds, and latency metrics.

## PROJECTS

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**Designed and Built an Edtech Product** | *Replit, Calendly, Supabase, HTML, CSS, JavaScript*,

- Independently built a full-stack conversion intelligence system integrating scheduling, assessments, tracking, and dashboards to improve lead qualification and funnel visibility for an EdTech product.
- Designed the full funnel architecture from landing page interactions to call-booking workflows resulting in clear user paths and measurable conversion metrics.

**AI Resume Diagnostic & JD Match Automation** | *n8n, OpenAI, Gmail, PDF extraction, JS parsing, HTML templating*

- Built a multi-module AI resume diagnostic pipeline in n8n that scores ATS structure, impact, role signals, and JD fit, delivering a personalized HTML report to users.
- Designed adaptive scoring logic that renormalizes results when JD is missing, improving UX clarity and avoiding misleading “0-score” penalties.

## EDUCATION

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**Indian Institute of Technology**

*B. Tech in Civil Engineering*

*Jawahar Navodaya Vidyalaya, Bundi Rajasthan*

April, 2022

GPA: 7.7/10

91.2% Intermediate, 10/10 in Highschool

