

Aditya Singh

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Impact-driven Product Manager with 3.5+ years of end-to-end ownership across growth, payments, and trust products at Apollo247. Skilled in building from zero-to-one and scaling products from one-to-100 through data-led decision-making, user-centric design, and cross-functional collaboration. Adept at working in ambiguity, defining product strategy, and executing with velocity and precision.

ACADEMIC DETAILS

| Year | Degree / Board | Institute | GPA/ Mark |
|------|-----------------------------|---------------------------------------|-----------|
| 2022 | B.Tech in Civil Engineering | Indian Institute of Technology, Delhi | 7.7 |
| 2018 | CBSE | JNV Bundi, Rajasthan | 91.2% |
| 2016 | CBSE | JNV Kaushambi, Uttar Pradesh | 10 |



PROFESSIONAL EXPERIENCE

Product Manager, Apollo247

(April 2025-Present)

Driving user acquisition, engagement, and retention across Apollo's web and app ecosystem

- **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, Apollo247.

(May 2023-March 2025)

Scaling Apollo's payments & checkout infrastructure for reliability, accessibility, and speed

- **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, Apollo247

(June 2022-April 2023)

Laid the analytical foundation for product decision-making across Apollo's payment stack.

- **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.
- **Informed product roadmap:** Used SQL, Python, and BigQuery to uncover insights driving prioritization and release planning.
- **Enabled experimentation:** Partnered with PMs to validate hypotheses via funnel & cohort analysis, guiding feature-level decisions.

EXTRACURRICULAR ACTIVITIES

- **Captain, IIT Delhi Squash Team (2020–2022):** Led team to **Gold at IIT BHU Spardha 2019** and earned **Best Player, Sportech 2022**; built structured training programs and mentored 15+ athletes.
- **Captain, Vindhyachal Hostel Team (2019–2020):** Revived squash program after 20 years; secured **Gold at Inter-Hostel 2019**.
- **NSS Volunteer:** Mentored underprivileged students through Vidya Teaching Program.
- **Cultural Contributor:** Actor & composer for IIT Delhi orientation street play initiative promoting student integration

