

# Aditya Singh

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## WORK EXPERIENCE

### Apollo247

Product Manager

April 2025 – Present

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

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

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

