Amit Rebala

Product Manager | E-commerce, Publishing and User Generated Content | IIM Udaipur
reddy.rebalaamit@gmail.com|+919980671491|linkedin.com/in/amit-reddy-rebala-310a2898/

Professional Summary
8+ years delivering scalable platforms. Recently built a UGC monetisation framework, generating $400K+ revenue while creating defensible moats against AI Overviews. Proven track record combining design-led execution, user research, and cross-functional momentum to drive measurable business impact.

Core Skills
Product Management: Systems thinking, Experiment Design, User Research, Platform Architecture, Analytics
Expertise: UI/UX, Retention strategies, Funnel optimisation, Order management, Recommendations, Rewards
AI/ML: Prompt Engineering, LLM APIs, HuggingFace, LangChain/LangGraph, n8n, MCP, Claude Code, SQL
Tools: Figma, Miro, Google Analytics, Growthbook, UserTesting, Databricks, Agile, JIRA suite, Zapier, AWS/GCP

Professional Experience
Product Manager at Conde Nast (Vogue, Wired) | *Jun 2023 - Jul 2025*

- Incepted and built a **UGC engagement platform** for Wired.com, driving a 13% rise in new accounts, **driving $400K per year** in new subscriptions and additional ads served

- Delivered **90% accurate AI moderation** (AWS Nova/Bedrock) with Chain of Thought **prompt engineering**, removing platform scaling bottleneck and establishing C-suite adoption for wider rollout

- **Scaled to 9 brands**(Vogue, Architectural Digest, etc.) with shared infrastructure, **delivering $162K total annual savings** and transforming new brand onboarding to a plug-and-play deployment

- Raised engagement from **feature signposting**, achieving a **20% increase in retention** and extending the average session duration by 0.4 minutes, generating an **additional $50K annual ad revenue**

- Improved ad density by creating a new landing page UI - **15% more ads/month** tested through **UX Research and A/B testing**, while reducing page shift and maintaining brand identity

- **Redesigned search experience** and mega menu navigation across **5** brands, enhancing analytics instrumentation to **improve content discovery and user engagement tracking**

Product Manager at Publicis Sapient | *May 2022 - Jun 2023*

- Executed web redesign for BJ's Restaurants - **20% traffic increase, generating $360,000 incremental Q1 revenue** via **10% AOV growth** (Home, search menus, PDP, post-order & rewards)

- Integrated predictive ML engines for checkout optimisation and collaborated with data science teams to reduce cart abandonment by 15% based on **past order history and rewards**

- Led customer research initiatives, including interviews and usability tests, to **validate design hypotheses and improve product-market fit**.

Client Product Manager & Sr.Developer at Tata Consultancy Services | *Jun 2017 - Apr 2021*

- **Delivered derivatives processing, Risk Monitoring** and **trade reconciliation systems** for institutional broking firms registered at NSE and BSE

- Built Post Trade SaaS platforms for Goldman Sachs, Merrill Lynch, Credit Suisse, and Nomura

Education & Certifications
- **MBA** – IIM Udaipur (2022)
- **B.Tech** – Amrita Vishwa Vidyapeetham, Bangalore (2017)
- **SAFe POPM** (2024) | **Lean Six Sigma** (2022)

Awards
- **Digiday Media Awards** - Product Team of the Year 2025