Kunal Shroff

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As an **Associate Product Manager (Settlements, Revenue, BD App)** at ImpactGuru, I delivered **features and process automations** that streamlined core workflows, boosted efficiency, and contributed directly to **tangible business growth**. At **Skillmatics**, as a **Product Intern**, I revamped product display pages, increasing conversion rates by 8%. As an **Assistant Portfolio Manager** at **Laaj International**, I managed a portfolio of over **10 Cr** and achieved **40% returns** in 23-24. I hold a **BSc in IT** and have completed the **NextLeap Product Management Fellowship**, mastering core **PM skills.**

Work Experience

Associate Product Manager, [Impactguru](#) (A Leading Crowd-funding company)   (Oct 2024 – Nov 2025)

- Led **end-to-end development** of the entire **BD app dashboard (in-house app for our agents)** with a fee upgrade option, resulting in **2% increase** in **revenue**. [BD App](#)
- **Independently shipped** an **OCR-based billing module** with versioning**,** reducing billing errors like **(Fraud bills, duplication)**to less than 1%. [Billing Module](#)
- Built a **POC management system** in BD APP to track hospital visits & automate weekly feedback, increasing **leads by 3%** and boosting **lead-to-campaign conversions by 10%.** [POC Management](#)
- **Automated the settlement and receipt generation process by integrating third-party APIs** (Razorpay), cutting funds disbursal **TAT** to **24-48 hours**. [Settlements Auto Complete](#)
- Developed an **automated WhatsApp consent** system for VAS (Value-added services), **boosting customer opt-ins** which led to an increase in the **GMV by 5%**.
- Implemented **automated chargeback/refund** syncing via Razorpay APIs, reducing manual rectification and improving **internal-PG transaction match rates to 97%.**
- Managed **sprint planning** and **product backlog in Jira,** achieving an **average sprint completion rate** of over **90%**

Product Management Intern, [Skillmatics](#) (D2C brand)(Innovative toys & board games)   (Apr 2024 – June 2024)

- Revamped the **entire website** particularly the product display and collection pages by collaborating with the **design team** on new **UX/UI layouts**, resulting in an **8% increase** in **conversion rate.**
- **Improved website navigation** by conducting **user research** to **identify pain points**, **building the bottom-nav bar** and thus ensuring **smooth navigation** throughout the website.
- Worked to **improve the average order value** by brainstorming new features and **conducting A/B testing,** resulting in the implementation of strategies that **successfully boosted AOV by 5%.**
- Created an **internal dashboard** leveraging **data from Google Analytics and Microsoft Clarity** with key insights for **granular-level analysis** of **individual pages** and **key website metrics,** resulting in a **data-driven approach** and better decision-making.

Assistant Portfolio Manager, Laaj International   (Mar 2021 – Feb 2024)

- Implemented strategies for **maximising returns** working on a **portfolio with a value over 10 Cr** in derivatives, resulting in over **40% returns** in year 23-24. **(A new record)**
- Worked to develop various strategies with a particular focus on **notional exposure,** ensuring **proper risk management.**
- Created an **internal dashboard** with **sectoral analysis** leveraging data from the broker's software for **key stakeholders** to view the **P/L and keep accounts**, resulting in better decision-making and **more returns.**

Tools & Technologies

Google Analytics	Metabase	Microsoft Clarity	Whimsical	Lovable	Excel	Vercel	Jira
Tableau	Gupshap	Firebase	Figma	Replit	SQL	Postman	Notion

Course | [Product Portfolio](#)

Nextleap Product Management fellowship, Top Fellow out of 200+ peers ([Badge](#))   (Jan 2024- May 2024)

- Completed an **8-week intensive program**, mastering user research, problem framing, ideation, wireframing, UX/UI principles, defining & analysing metrics and solution validation.
- Developed an **MVP prototype** for dog parents and crafted **go-to-market strategies** with clear **performance metrics.**

Education

Course	Year	Institution	Performance
Bachelors of Science (Information & Technology)	2017-2020	Jai Hind College, Mumbai	CGPA 8.50
12th Standard (HSC Board)	2015-2017	Jai Hind College, Mumbai	56.92%
10 Standard (SSC Board)	2014-2015	Sacred Heart Boys High School, Mumbai	83.80%

Beyond Work: Passions & Hobbies

A dedicated trader with a deep passion for football | Meme Enthusiast | Sports Fan | **Forca Barca Visca Barca!**