Kunal Shroff

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I am currently working as an **Associate Product Manager (Settlements, Revenue, BD App)** at **Impactguru,** where I **have** automated and optimized core processes, enhancing efficiency while driving measurable business growth. At **Nivas,** as an **APM,** I worked on product development from **ideation to MVP**, conceptualising key product pages. 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 – Present)

- 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 & automation of the settlement and receipt generation process by integrating third-party APIs (Razorpay)**, cutting **TAT** to **24-48 hours** and reducing error rate to less than 1%. **Billing Module**
- Managed **sprint planning** and **product backlog in Jira,** achieving an **average sprint completion rate** of over **90%**
- 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%**.

Associate Product Manager, Nivas Inc (Early Stage Startup) (0 to 1 phase)   (July 2024 –Oct 2024)

- Worked on **end-to-end development** of an app from **ideation to MVP** by writing comprehensive **PRDs** and **collaborating closely** with **design** and **engineering** teams to refine features, resulting in the successful **completion of 90%** of the MVP.
- Conducted **thorough functionality testing** by detecting and documenting critical bugs, resulting in **improved product stability** and **smooth user experience** for the product launch.
- Developed a user-centred seller interface to streamline brand product uploads, focusing heavily on **intuitive UX**, resulting in **shipping out the entire (100%)** seller interface **independently**. **Seller Interface**.

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.**

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.
- Conducted in-depth **market analysis** and **competitive research** in the pet industry, focusing on dog parents, to identify growth opportunities.
- Developed an **MVP prototype** for **dog parents (Dogster)** and crafted **go-to-market strategies** with **clear performance metrics** and **risk mitigation plans**.

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%

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