


ARUN KARUNAGARAN

GROWTH PRODUCT MANAGER



CONTACT

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ABOUT ME

I'm a startup enthusiast in search of an exciting Product role where my problem solving abilities and leadership skills can be utilized and honed.

EDUCATION

Bachelor of Technology
(Computer Science Engineering)
SRM University
2012-2016

SKILLS

Product-Led Growth
GTM Strategy
UX & Market Research
Positioning & Messaging
Agile Development
Design Sprint

EXPERIENCE

GROWTH PRODUCT MANAGER

Hoote | 2022- Present

- Enhanced the existing onboarding flow to reduce drop-offs and increase the **activation rate by 15%**.
- Conducted user interviews and surveys to refine the ICPs and product strategy.
- Created viral loops around contact sync for product-led acquisition.
- Led engagement campaigns which led to an **increase of DAU by 30% and avg. time spent by 50%**.
- Created strategies around product-led growth.

PRODUCT MANAGEMENT

Colabo.io | 2019- 2021

- Strategized and implemented user research, ICPs, and competitive analysis.
- Helped define the product narrative and roadmap.
- Conducted 30+ user interviews** & prioritized roadmap based on actionable feedback.
- Defined product and success metrics.
- Improved onboarding and **increased activation by 20%**.
- Conducted product demos and collected feedback from early adopters.
- Experimented on pricing strategies with Beta testers.

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CERTIFICATIONS

Reforge- Retention &
Engagement
User Onboarding 101
Google Analytics & Adwords
Hubspot Inbound Marketing
Facebook & Youtube Analytics

TOOLS

Google Analytics & Optimize
Mixpanel, Heap & Clevertap
Figma
Hotjar, Mouseflow & UXcam
Ahrefs & Semrush

PRODUCT MARKETING MANAGER

Crayon'd | 2019-2021

- Led a team of 4 members & executed marketing strategy.
- Increased the **domain rating from 12 to 26 in 6 months.**
- Conducted design sprint to revamp the existing website.
- Increased the **website traffic, MoM, by 20%.**
- Worked closely with the design and engineering teams to strategize and build new products.
- Executed GTM strategy for product launches.

DIGITAL & PRODUCT MARKETER

LateShipment.com | 2017-2019

- Created and executed SEO and content strategy from scratch.
- Ran CRO campaigns to boost website **conversion by 25%.**
- **Increased organic traffic by 400%** in 12 months
- Created and executed paid marketing campaigns which **contributed to 30% of revenue.**
- Built partnership programs in the US, UK, Panama & Italy.

ACHIEVEMENTS

GROWTHX BOOTCAMP

Cohort 6 | Sep- Nov 2021

- Won the GrowthX Demo Day contest.
- Built a complete growth strategy for Pitch.com to increase revenue from \$8M ARR to \$40M ARR.
- Defined strategy across Acquisition, Onboarding, Engagement, Retention, and Monetization.