

Arun Karunakaran

Growth Product Manager

I'm a startup enthusiast with 5+ years of Growth and Product experience, looking for an exciting and fast-paced product environment to put my strategic thinking and problem solving abilities to use.

EXPERIENCE & ACHIEVEMENTS

Growth Product Manager

Hoote · January 2022 - September 2022

- Enhanced the existing onboarding flow to reduce drop-offs and increased the **activation rate by 15%**.
- Led engagement campaigns which led to an **increase of DAU by 30%**.
- Worked with the engineering team to set up the ML model using AWS to optimize the recommendation engine, which led to an **increase in average time spent by 45%**.
- Conducted 50+ user interviews** and surveys to refine the ICPs and product roadmap.

Product Marketing Manager

Crayon'd · September 2019 - December 2021

- Conducted 30+ user interviews** & prioritized the roadmap based on actionable feedback.
- Improved onboarding and **increased activation by 20%**.
- Led the marketing team & executed marketing strategy, which **contributed to \$1M ARR**.
- Increased the domain rating **from 12 to 26 in 6 months**.
- Conducted design sprints to revamp the existing website, which **increased conversion by 30%**.
- Increased the **website traffic, MoM, by 20%** through SEO strategy.

Digital & Product Marketer

Lateshipment.com · December 2017 - August 2019

- Ran CRO campaigns to boost website **conversion by 25%**.
- Increased organic traffic by 400%** within a year.
- Created and executed paid marketing campaigns which contributed to **10% of revenue**.
- Built partnership programs in the US, UK, Panama & Italy which contributed to **30% of revenue**.

GrowthX Bootcamp

September 2021 - November 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.



CONTACT

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EDUCATION

B.Tech Computer Science Engineering
SRM University
2012-2016

SKILLS

Product-Led Growth
GTM Strategy
Positioning & Messaging
Agile Development
User Research
Design Thinking
UI UX
Google BigQuery

TOOLS

GA & Optimize
Mixpanel, Heap & Clevertap
Figma
Hotjar, Mouseflow & UXcam
Jira, Asana

CERTIFICATIONS

Reforge- Retention & Engagement
Reforge- Advanced Growth Strategy
User Onboarding 101
Google Analytics