Amaan Kamil

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Summary

Product Manager with 3 years of experience driving acquisition, activation, engagement, and scaling payments infrastructure for fintech and SaaS products. Specialized in A/B testing, funnel optimization, pricing strategy, retention, payments and AI-led automation. Delivered strong business outcomes including 4 times adoption growth, 71 percent GMV uplift, improved conversion across key funnels, and 45 percent cost efficiency through data-driven experiments and rapid execution in a very fast paced startup.

Experience

Product Manager (Associate) – Impact Guru | May 2023 – Present

Drove roadmap and execution for key user flows and funnels such as acquisition and onboarding, adoption and retention, checkout funnels and subscriptions across mobile apps, websites, payments infrastructure and CRM tools. Owned sprints, PRD documentation, and stakeholder collaboration across engineering, design, growth, and operation teams in a very fast paced startup. Managed a 12 member team.

- **Increased conversion rate** by **18.5 percent** by introducing a direct checkout experience tailored to remarketing audiences, improving payment funnel efficiency.
- Drove a **4 times increase** in **app adoption** through targeted CTAs across the user journey, multichannel marketing campaigns.
- **Reduced bounce rate** by **33 percent** and boosted checkout button **CTR** by **20 percent** through iterative **A/B testing** experiments on fundraiser pages.
- **Scaled payments infrastructure** by integrating multiple **Payment Gateways** and deploying a **dynamic routing engine** that selected optimal gateway **improving payment success** by **11 percent**.
- Launched fractional payments, **growing GMV** by **71 percent** and **improving conversion rate** by **90 percent**.
- Delivered **17 percent GMV growth**, **15 percent AOV uplift**, and a **2.5 percent** conversion increase by redesigning subscription plans by user persona segmentation and pricing experiments.
- Integrated **AI-powered** chat support with agent fallback into the app, cutting social media escalations by **60 percent**, improving response time by **70 percent**, and enabling **3 times** faster query resolution.
- Implemented **AI voicebot** to automate onboarding, reducing agent call volume by **50 percent**, cutting support costs by **45 percent**.
- Introduced an AI-powered chatbot to re-engage abandoned leads, increasing conversion rate from **1 percent** to **10 percent** and generating an additional **100,000 USD** in GMV, unlocking a **new acquisition** channel with minimal manual effort.
- Collaborated cross-functionally with Insurance and Lending businesses to build integrated user journeys, driving **32 percent insurance cross-sell** adoption and enabling **2.5 Mn USD worth of loan processing**.

Education

B.E. Computer Engineering | University of Mumbai | 2019-2023 | 9.2 CGPA

Certifications

[NextLeap Product Management Certificate](#) • [Google UX Design Certificate](#) • [Meta Social Media Marketing Certificate](#)

Skills

Industry Knowledge - Product Strategy & Roadmapping, Product Lifecycle Management, Product Metrics, User Research & Competitive Analysis, Go-to-Market, MVP, AI/ML Integration, Payment Gateways & Integrations, Product Analytics & A/B Testing, Data-Driven Decision Making, User-Centered Design & UX Research, Wireframing, Prototyping & Usability Testing, Design Thinking, PRD & Documentation, Product Marketing, Performance Marketing, Agile Methodologies, Scrum Ceremonies, Conversion Rate Optimisation (CRO), SaaS, User Interviews, Funnel Optimisation

Technical Skills - Google Analytics, SQL, Tableau, Power BI, Metabase, MoEngage, Netcore, Mixpanel, Google Firebase, CleverTap, JIRA, Notion, Zapier, Postman, Excel (Advanced), Python, Figma, MongoDB, Meta Ads, Google Ads, AI Evals, LLMs & Gen AI, RAG, Prompt & Context Engineering.

Interpersonal Skills - Stakeholder Management, Team Collaboration, Cross-Functional Team Leadership, Backlog & Requirements Grooming, Presentation & Reporting Skills, Adaptability, Problem Solving, Communication