



# Ayush Arora

Accomplished Product Management & Marketing professional with a proven track record in leading growth initiatives. Demonstrated expertise in driving substantial revenue growth through strategic product management & marketing initiatives, resulting in an impressive **\$15 Million** in total revenue.

## CONTACT

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Noida, India

## EDUCATION

### IIM, AHMEDABAD

Post Graduate Diploma in Advanced Business Analytics (Mar 2023 to Mar 2025)

### DUKE CE, NORTH CAROLINA

Post Graduate Certification in Product Management (Feb 2022 to Aug 2022)

### MICA, AHMEDABAD

Post Graduate Certification in Digital Marketing & Communication (Jun 2019 to Jun 2021)

### IBS UNIVERSITY, HYDERABAD

MBA (Jun 2017 to Feb 2019)

### SRM UNIVERSITY, CHENNAI

B. Tech (Aug 2011 to May 2015)

## GROWTH & PRODUCT LEADERSHIP EXPERIENCE

### ASSOCIATE DIRECTOR - GROWTH PRODUCT MANAGEMENT

Ourbus

May 2024 - Present

- **Scaled monthly revenue 2X (\$225K → \$550K)** through tech-driven multi-channel campaigns, automated lifecycle marketing, & targeted engagement strategies on a **25K MAU** base.
- **Boosted repeat bookings by 30% & first-time bookings by 25%** via behavioral-driven retention, **CleverTap cohorts**, & **predictive segmentation**.
- **Reduced churn & reactivated 20% of inactive users** using a **Win-Back strategy**, leveraging personalization & automated re-engagement flows.
- **Developed & launched gamification campaigns** (coded in HTML, CSS & JavaScript), increasing **user engagement by 40% & discount redemptions by 20%**.
- **Revamped brand perception** by analyzing **20K+ customer reviews via Python** (Sentiment Analysis, Word Cloud, LDA Topic Modeling), reducing **NPS detractors by 15% & improving CSAT by 10%**.
- **Enhanced campaign ROI by 40%** using **CleverTap Smart Segments**, optimizing **LTV-based targeting & frequency capping**.
- **Optimized push, email & in-app campaign strategy** via **A/B testing & Python-driven analytics**, driving a **150% increase in revenue**.
- **Recovered 25% of abandoned bookings** through **multi-channel re-engagement**.

### SR. GROWTH PRODUCT MANAGER

Upgrad (Harappa Education)

September 2022 - April 2024

- **Drove \$2.3 Million in sales** through **growth-focused product & marketing initiatives**.
- **Reduced costs by 50%** by optimizing **vendor negotiations & campaign performance**.
- **Increased course enrollments by 12%** via **targeted user engagement campaigns**.
- **Revamped onboarding**, increasing **30-day completion rates by 20%** through **customer journey optimization**.
- **Improved conversion rates by 15%** using **data-driven segmentation & A/B-tested messaging**.

## ENTREPRENEURIAL PROJECTS & INNOVATIONS

Designed & developed 6 innovative products fueled by my passion for product development, management & marketing. Committed to fostering user accessibility, all creations are offered free of charge.



[indiandefencematrimony.com](http://indiandefencematrimony.com)



[ourqr.menu](http://ourqr.menu)



[myshorturl.link](http://myshorturl.link)



[findblooddonors.com](http://findblooddonors.com)



[theeasypopup.com](http://theeasypopup.com)



[urlpro.app](http://urlpro.app)

## TECHNICAL & MARKETING EXPERTISE

Clevertap | WebEngage | Moengage | Intercom | LeadSquared | HubSpot | Zoho CRM | Digital Marketing | Photoshop | HTML, CSS & JS | Team Building | Up-skilling | Management | Marketing Automation | Web Analytics | A/B Testing | Data Analysis | Customer Relationship Management | Conversion Rate Optimization | Market Research | UI/UX

## INTERESTS

- Fitness
- Strategy Based Games
- German Language
- Up-skilling
- Travel
- Trying Different Cuisine
- Coding, Tableau, SQL, Python

## GROWTH PRODUCT MANAGER

Unacademy

October 2021 to September 2022

- **Led a team of 6 to drive \$5.75 million in revenue** through effective **product leadership & growth strategies**.
- **Revamped key user journeys**, increasing **monthly revenue by 30%**.
- **Integrated WhatsApp automation**, yielding an **88% ROI & 50% increase in engagement-driven revenue**.
- **Optimized push notifications**, improving **CTR by 50% & revenue by 150%** through **A/B testing**.
- **Automated campaign setup**, reducing **manual work by 3 hours/day**, increasing **revenue by 20%**.
- **Implemented BIML**, boosting **email open rates by 10%** & driving **\$2.4 Million in annual email revenue**.

## ASSOCIATE GROWTH PRODUCT MANAGER

Scaler Academy

April 2021 to October 2021

- **Drove \$2 Million in revenue** via **targeted growth marketing & automation**.
- **Increased email engagement by 4,267%**, growing the **active base from 14K to 0.648M**.
- **Implemented marketing automation**, streamlining **operations & improving conversions**.

## ASSOCIATE GROWTH PRODUCT MANAGER

Byjus Exam Prep (formerly Gradeup)

May 2019 to April 2021

- **Generated \$0.2 Million in revenue** via **data-driven marketing & automation**.
- **Increased retention by 20%** by optimizing the **onboarding journey & personalized engagement**.
- **Executed segmentation-based campaigns**, boosting conversion rates & LTV.

## RECOMMENDATION

"He is one of the composed & settled folks who always gives more than 100% to accomplish tasks. Also, one of his strengths is seamless execution with a thought driven approach."

- [Himanshu Tuteja](#), Category Manager - Gradeup