

POORVI VERMA

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SENIOR PRODUCT MANAGER

Senior Product Manager with 6 years building consumer products at scale (300M MAU) across distributed teams in India and global orgs. Track record spanning subscription monetization, ML-driven trust and retention systems, and platform migrations, plus solo-founded and shipped an AI-powered consumer app end-to-end. Proven impact: retention (15% → 60%), conversion (40%+ trial-to-paid), engagement (+4% DAU).

EXPERIENCE

Senior Product Manager | Airlearn (Unacademy Group), Bangalore | April 2026 – Present

- Redefined “streak,” a core retention lever, across 12+ languages after finding it was transliterated rather than culturally localized; the localized rebuild won an A/B test, lifting D1 retention 3pp.
- Traced a reported US retention drop to a measurement artifact (Russian users masking location via VPN), correcting the metric to show true US retention 5% higher than reported, and resolving a mystery that had been escalated to the founder.
- Led CRM migration (CleverTap → MoEngage) for 5M users, redesigning event schema and SDK integration, and overriding a vendor path that would have force-logged-out every user by designing push-token regeneration on launch instead.
- Restored email deliverability after campaigns began routing to spam: rebuilt sender authentication and isolated campaigns to a subdomain, recovering root-domain reputation and returning campaign mail to the inbox.
- Ran a mixed-methods retention research program (90+ survey responses, structured interviews across 3 markets), managing 3 market-based interns and setting research rigor standards.

Product Manager | Dailyhunt (VerSe Innovation, 300M MAU), Bangalore | Jan 2022 – April 2026

- Launched DH Premium subscription (0 to 1): 1,000+ paying subscribers in 2 months, \$4K+ MRR, 40% trial-to-paid conversion via pricing experimentation and lifecycle optimization.
- Identified that 3x content consumption predicted 5x subscriber LTV; built a tiered re-engagement system off this signal, achieving 18–78% conversion across engagement segments.
- Led 0 to 1 launch of Short News: DAU +4%, time spent +9%, page views +11% within one quarter.
- Built AI content risk detection with ML engineers using narrative classification and publisher credibility signals; defined eval metrics and feedback loops, lifting precision to 82%.
- Instrumented analytics end-to-end (event taxonomy, funnel tracking), reducing onboarding drop-off by 3%.

Product Specialist | TikTok Ads Platform (ByteDance), Remote | July 2020 – Sep 2021

- Ran pilot validation for TikTok's US SMB Ads platform, demonstrating advertiser demand and unit economics that informed expansion to 30+ countries; served as the primary feedback loop between advertisers and the product team.
- Grew SMB advertiser retention from 15% to 60% across 200+ advertisers generating \$360K revenue, by designing segment-specific onboarding and ensuring first campaign success within 7 days through high-touch support.
- Uncovered a platform-wide bug causing systematic ad rejections across the advertiser base by walking the full advertiser journey end-to-end; escalated the root cause to the product team, cutting ad rejection rate by 60%.

INDEPENDENT PROJECTS

CatCulate | Founder & Product Owner | AI-Powered Cat Nutrition App | Android, [Google Play](#) | 2026

- Conceived, built, and shipped CatCulate solo: an AI-powered cat nutrition app with a vet-standards recommendation engine (AAFCO/FEDIAF-based), safety gates across 11 chronic conditions, and a closed-loop meal-log-and-correct model; live on Google Play with 80+ users and 14+ daily actives at launch.
- Chose deterministic rules over LLM-powered recommendations to eliminate per-call API cost while preserving explainability for a health-adjacent product; hardened with a 600+ assertion, 45-scenario evaluation suite plus an adversarial fuzzer, gated on every release.
- Shipped a data-integrity layer that independently verifies commercial cat food “complete and balanced” label claims against guaranteed-analysis data, plus an automated FDA recall-monitoring pipeline with human-in-the-loop review and user-facing alerts.

EDUCATION

MBA | Indian Institute of Management, Rohtak | 2018 – 2020

B.Tech | Shri Shankaracharya Technical Campus, Bhilai | 2011 – 2015

SKILLS

Product: 0 to 1 launches, product strategy and roadmap, growth frameworks, growth and monetization, A/B testing, lifecycle marketing, cross-functional collaboration, PRD writing, experimentation, stakeholder management, data-driven decision making

Technical & Analytical: SQL, Amplitude, Google Analytics, ML collaboration (precision/recall optimization), eval frameworks, recommendation systems, event instrumentation and schema design, data pipelines, MoEngage/CleverTap, Firebase, AI-assisted development