

# Arunesh Kumar

## Product Manager

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### PROFESSIONAL SUMMARY

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Product Manager with 1+ Year of experience in building and optimizing e-commerce features in a D2C environment, spanning product systems, checkout experience, and internal tooling. At Sierra Living Concepts, drove development of an automated SKU pricing system across 500+ bundled products, improved ATC-to-checkout conversion through funnel analysis and experimentation, and deployed a real-time pricing tool for the U.S. sales team, reducing quote turnaround from 1–2 days to real time. Hands-on experience across product experimentation, UX optimization, PRD development, and cross-functional execution with engineering, design, pricing, and operations teams.

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### PROFESSIONAL EXPERIENCE

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#### Sierra Living Concepts

June 2025 - Present

##### Product Manager (Nov 2025 - Present)

- Proposed and drove automated pricing cascade system across 500+ bundled furniture set SKUs, resolving unlinked parent-child pricing mismatches of \$600–\$1,000+ per SKU and protecting ~₹35–40 lakh in monthly revenue loss through variant-level mapping and dynamic price synchronization.
- Identified two ATC-to-checkout friction points via Clarity session recordings and BI dashboards; coordinated UI/UX, category managers, and IT teams to redesign the flow, reducing ATC diversions from 20% to 14% and contributing to ~₹1.2 crore in monthly revenue improvement.
- Drove development of a real-time pricing calculator for the U.S. sales team, reducing quote generation from 1–2 days to real-time during customer calls, improving conversion rate by 30% and generating ~₹1.5 crore in additional monthly revenue.
- Coordinated development of a conditional attribute feature on PDPs enabling dynamic configuration filtering, recommending a mid-build UX improvement to display unavailable options in a faded state rather than hiding them.
- Executed 20+ product-page tests, boosting add-to-cart rate by 15.71% and adding ~₹1.67 crore in revenue/month through user behavior analysis using Microsoft Clarity and BI dashboards.

##### Management Trainee (Product Strategy) (June 2025 - Oct 2025)

- Worked within the Product Strategy department, coordinating across sourcing, pricing, finance, operations, design, and marketing teams to execute new product launches, gaining end-to-end exposure and mapped and optimizes product lifecycle from planning to go-live.
- Conducted market, competitor, and feasibility analysis for Kids Furniture expansion in the U.S. market, delivering a launch recommendation, roadmap, and compliance considerations.
- Introduced four new products in the Daybeds category, contributing to 200% category sales growth — from ₹14 lakh to ₹29 lakh per quarter.

#### BOOSTGRAD

Feb 2024 - Dec 2024

##### Marketing Intern (Digital Strategy & Growth Analytics)

- Analyzed user behavior and campaign performance data, contributing to brand reach expansion from 20K to 270K, translating insights into product positioning and engagement improvement opportunities.
  - Delivered data-driven performance insights via analytics dashboards, enabling senior stakeholders to make informed decisions on feature prioritization and customer experience improvements.
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### EDUCATION

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#### MBA, Marketing & Analytics

2023 - 2025

Indian Institute of Technology Jodhpur

#### B. Tech, Civil Engineering

2016 - 2020

Dr. APJ Abdul Kalam Technical University

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## KEY PROJECTS AND INITIATIVES

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### Automated SKU Pricing & Mapping System | Sierra Living Concepts | Nov 2025 - Present

- **Problem:** 500+ bundled furniture set SKUs had unlinked parent-child pricing, causing manual pricing dependencies and accumulated mismatches of \$600–\$1,000+ per SKU, alongside operational inefficiency where every set order required manual child SKU identification.
- **Solution:** Proposed and drove end-to-end delivery of a backend automated pricing cascade system with variant-level child SKU mapping, coordinating IT, pricing, finance, and operations teams.
- **Impact:** Dynamic price synchronization across 500+ SKUs; SKU mapping time reduced from 28 min to 7 min through a mid-build process optimization, automated Bundle SKUs price calculation, and child SKU identification, recovering ₹50 lakh in revenue loss per month.

### Checkout Funnel Optimization | Sierra Living Concepts | Nov 2025 - Present

- **Problem:** Users were diverting from the ATC page to similar product pages and abandoning checkout due to an unresponsive popup-based information form that wiped data on idle.
- **Solution:** Identified friction through Clarity session recordings and BI dashboards; coordinated UI/UX, category, and IT teams to remove distracting ATC recommendations and redesign information capture into a dedicated checkout step.
- **Impact:** Reduced ATC page diversions from 20% to 14% and checkout abandonment from 84.09% to 72.77%, recovering roughly ₹2.89 crore in monthly revenue.

### Real-Time Pricing Calculator for U.S. Sales | Sierra Living Concepts | Nov 2025 - Present

- **Problem:** Custom furniture quote requests took 1–2 days due to manual pricing calculations' dependency on the pricing team, giving customers time to drop off or second-guess purchases.
- **Solution:** Gathered requirements from the U.S. sales team, coordinated pricing and IT teams to define logic and build the tool, and QA pricing outputs before deployment.
- **Impact:** Quote generation reduced from 1–2 days to real-time during customer calls, improving response speed and purchase decision velocity. Automated custom order price calculation, adding ₹1.5 crore in monthly revenue.

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## CORE COMPETENCIES

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- **Product Management:** CRO Frameworks, Feature Development, PRD Development.
- **Growth & Conversion:** Funnel Optimization (ATC → Checkout), A/B & Multivariate Testing, UX Optimization, Conversion Analysis, Cohort Analysis
- **UX-Driven Growth:** UX handoffs informed by CRO insights, Customer Journey Mapping, Experiment Logs & Prioritization Frameworks (ICE/PIE)
- **E-commerce Product Systems:** Shopify and nopCommerce optimization, Dynamic Pricing, Product Configuration Logic, Product page CRO, Recovery Flow
- **Agile Growth Leadership:** Growth Roadmapping, Cross-functional Collaboration, Scrum Methodology

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## HARD SKILLS

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- **Analytics/Data/ Experimentation:** Google Analytics 4, Google Tag Manager, Looker Studio, Power BI, Excel, Microsoft Clarity, Growth Book.
- **Advertising Platforms:** Google Ads (Search Ads, Shopping Ads, Performance Max Ads), Meta Ads.
- **CRM & Automation:** Salesforce Marketing Cloud, Zoho CRM, Mailchimp, Mandrill, N8N
- **Collaboration & Product Tools:** JIRA, Monday.com, Figma, Balsamiq Cloud, Miro, Notion

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## CERTIFICATIONS

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- Product Management Training – Internshala Trainings | Issued June 2023
- Six Sigma Green Belt – Six Sigma Academy Amsterdam/Udemy | Issued July 2023
- Process Mapping Expert – Six Sigma Academy Amsterdam/Udemy | Issued Sep 2023