

# Monika Damor

Product Manager, Growth

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## SUMMARY

Product manager with 6+ years across **fintech, e-commerce, and logistics**. I work as a bridge between users and the business: I spot patterns in how people use a product, build the hooks that keep them coming back, and turn that behavior into levers the business can grow on. I owned user lifecycle on the homepage of a 350M+ user platform and helped build a retailer channel to 30K+. These days I build with **AI tools daily and ship working prototypes** on short cycles.

## EDUCATION

**Carnegie Mellon University, United States** | MS in Integrated Innovation for Products and Services Aug 2015- May 2016  
**Indian Institute of Technology Delhi, India** | B. Tech in Engineering Physics Jul 2013- Jul 2017

## WORK EXPERIENCE

**Paytm** | India  
**Manager, Product** Jun 2022 - Jul 2024

*Owned activation, engagement, and retention on the homepage of a payment's platform serving **350M+ users**.*

- Drove **5% DAU growth** on the gamification cohort (~2M) and 20% transaction volume lift on the base of 170M.
- Directed the PM track on the homepage redesign. Coordinated design, engineering, and data partners on a launch that delivered **40% engagement lift** on full base.
- Synthesized telemetry, A/B test results, and qualitative research into one-page decision docs for leadership review.
- Aligned engineering, design, data, and business teams on quarterly objective and key results (OKRs).

**ShopX** | India  
**Growth Manager** May 2019 - May 2022

*Led the 0-to-1 build of the retailer layer on a brand-to-distributor marketplace.*

- Scaled the new layer to **30K+ retailers** with onboarding and retention systems from research through go-to-market.
- Instituted segmentation, cohort tracking, and churn diagnostics for the retailer base.
- Contributed to return-to-origin (**RTO**) **rate drop from 10% to 1-2%** through cross-functional coordination with the predictive model team and supply-chain partners.
- Improved **operational efficiency from 85% to 94%** through dashboard-driven ops reviews and process changes.

**Shippr** | India  
**Project Manager** Apr 2018 - Apr 2019

*Orchestrated operations processes, SOPs, and reporting for a last-mile delivery startup serving Amazon and Flipkart.*

- Managed 18% revenue growth and **30% loss reduction over 8 months** which saved 43 million in INR.
- Built reporting systems to surface improvement areas. Aligned cross-functional teams on prioritization.

**Healers at Home** | India  
**Growth Manager** Sep 2017 - Jan 2018

*Cultivated the founding sales team at a home healthcare startup serving 40k+ homes.*

- Set up the sales motion from early-stage. Hired and trained the founding team to streamline the process.
- Established the sales team across 11+ marketing channels. Boosted 30% customer growth and **15% revenue** in 4 months.

## SELECTED PROJECTS

**AI Ticket Intake** | AI integrated two-console helpdesk tool May 2026

- Built User console where an AI resolves generic queries and raises a ticket only when the user isn't satisfied.
- Paired it with a technician console showing an AI summary and next step for the ticket, with full override.

**The Tiebreaker** | AI Decision assistant tool June 2026

- Built a decision assistant that structures a choice into a comparison table or SWOT that shows the reasoning.

## SKILLS

**Product:** Strategy, Discovery, Roadmap, User Lifecycle, Stakeholder Management, A/B Testing, Prioritization, Agile/Scrum

**Analytics:** SQL, Business Intelligence, Product Analytics, Cohort Analysis, Metrics Definition, Tableau, Google Analytics

**Technical:** APIs, Data Pipelines, Jira, Notion, Figma, Canva, AI tools, AI-assisted prototyping

## CERTIFICATES

Google AI Professional Certificate | McKinsey.org Forward Program | Vibe Coding: AI-Powered App Development for PM