

Shyam Ingle

Product Growth Manager

5M+ App Installs • 20L+ Monthly Acquisition Budget • AI SaaS with Paying Customers

📞 +91 94037 00614 | ✉ shyamingle.work@egmail.com | [🌐 LinkedIn](#) | [🌐 Portfolio](#)

EXPERIENCE

Flipshope

Product Growth Manager

June 2023 – Present

Jaipur, India

- Owned end-to-end growth for the Flipshope mobile app, leading acquisition, retention, engagement, monetisation and product analytics.
- Scaled the app from launch to **5M+ installs** through ASO, paid acquisition, influencer marketing and product-led growth initiatives.
- Grew the app to **400K+ Monthly Active Users (MAUs)** while maintaining a **4.5 Play Store rating**.
- Improved **Day-7 retention by 15%** through onboarding optimisation, lifecycle notifications and continuous experimentation.
- Managed a **20L+ monthly marketing budget**, optimising acquisition across Google Ads, Meta Ads, influencer partnerships and organic channels.
- Scaled **in-app revenue from 0 to 2L+ per month** through AdMob optimisation, subscription purchases and monetisation experiments.
- Led cross-functional execution across a **15+ member team** spanning engineering, design, marketing and operations to deliver high-impact growth initiatives.
- Defined growth KPIs and prioritised the product roadmap using Firebase, GA4, Play Console and experiment-driven insights.

Neend

Product Growth Manager

May 2022 – Jan 2023

Bengaluru, India

- Joined as the **first Product & Growth hire**, establishing the product analytics, experimentation and user engagement foundation for the mobile app.
- Defined the product growth roadmap through interviews with **200+ customers**, resulting in a **17% increase in monthly activation** and a **4% improvement in product stickiness**.
- Built the product analytics infrastructure by implementing MoEngage, defining event taxonomy, tracking plans and user lifecycle metrics to support experimentation and roadmap decisions.
- Built lifecycle engagement journeys using push notifications, SMS and WhatsApp, improving **activation by 17%** and **Day-14 retention by 10%** through continuous A/B testing.
- Improved the Google Play Store rating from **4.1 to 4.6 in 30 days** through review optimisation and product experience improvements, without additional marketing spend.
- Led product experimentation across onboarding, messaging and engagement flows while collaborating with external performance marketing agencies to maximise post-acquisition conversion.

Crypso

Growth & Marketing Lead

October 2020 – May 2022

Bengaluru, India

- Progressed into leading key growth initiatives, owning influencer marketing, campus ambassador programs and community growth for the consumer app.
- Developed the growth and marketing roadmap and led a **4-member marketing team**, coordinating execution across content, community and acquisition initiatives.
- Built and scaled the influencer marketing program, partnering with **20+ crypto creators** to drive **10,000+ app installs in 7 days**.

- Launched the campus ambassador program, acquiring **400+ users within 2 weeks** while reducing **Customer Acquisition Cost (CAC) by 30%**.
- Managed community engagement across the app and Telegram community, coordinating with content writers to improve user engagement and retention.
- Collaborated with product and operations teams to identify and execute high-impact growth opportunities.

ENTREPRENEURIAL EXPERIENCE

Vanika AI

Founder

2025 – Present

Remote

- Building an AI-powered WhatsApp booking platform for hotels that automates guest enquiries, reservations and customer communication.
- Acquired **3 paying hotel customers**, leading customer discovery, pricing, GTM strategy and end-to-end product development.
- Designed and integrated OpenAI, Meta WhatsApp Cloud API and hotel PMS systems to automate end-to-end booking workflows.

Growth Panda

Growth Consultant

2024 – Present

Remote

- Managing performance marketing across Meta Ads and Google Ads for hospitality businesses to generate direct bookings.
- Built and documented **OTA and revenue management processes**, training a team member to independently manage hotel inventory, pricing and distribution.
- Partner with hotel owners to improve occupancy, customer acquisition and digital growth through marketing and operational optimisation.

SKILLS

Growth : Acquisition • Retention • Monetisation • Lifecycle Marketing • CRM • A/B Testing

Product : Product Strategy • PRDs • Roadmapping • User Research • Experimentation

Marketing : Google Ads • Meta Ads • ASO • Influencer Marketing • Community Growth

Analytics : Firebase • Google Analytics 4 (GA4) • MoEngage • Google Play Console • Looker Studio

Tools : Figma • Jira • Notion • AWS • WhatsApp Business API

EDUCATION

Indian Institute of Technology (IIT), Kharagpur

Bachelor of Technology (B.Tech.) in Mining Engineering

2015 – 2019

Kharagpur, India