Aditya Jha

9163287510 | aditya.jha2709@gmail.com | adityajha.xyz

PROFESSIONAL SUMMARY

Senior Growth and Retention Manager with 7+ years of experience scaling revenue growth at consumer-facing products. Led Retention Marketing function at Zupee driving ₹2+ Crores in incremental monthly CM. Expertise in user activation, retention, lifecycle marketing (CRM), product marketing, product analytics and building AI led products and agents.

PROFESSIONAL EXPERIENCE

Zupee
Jun 2023 – Sep 2025 *(2 yrs 4 months)*

Senior Growth & Retention Marketing Manager

- Led PMM function managing 5 PMMs across user lifecycle initiatives, funnel optimization, feature GTM, and experimentation for India's top gaming app (20M MAU).
- Built new user journey through PMM initiatives, increasing **first time depositors by 4%** and adding **₹30L incremental CM per month.**
- Launched MVP experiments before product development:
  - Leaderboard, unlocked **₹39L incremental CM** per week.
  - Session initiator feature increasing **D7 retention by 60%**.
  - Streaks for resurrected users improving **D7 retention by 8%**.
- Reduced **CAC by 25%** by improving Lite-to-Paid conversion by 30% through funnel optimization and product messaging.
- Introduced Plotline for in-app comms, eliminating engineering dependency & improving feature launch & adoption rates.

DIY.ORG | Kids learning app
Mar 2021 – Mar 2023 (*2 yrs 1 month)*

Growth Manager

- Drove 0-to-1 growth scaling paid subscribers from **3K to 24K** and **ARR by 2.27x** in 10 months.
- Led product analytics improving trial to paid% from **35% to 45%** through high intent campaigns, cohort analysis and engagement programs.

Bounce
Jan 2020 – Feb 2021 *(1 yr 2 months)*

Assistant Revenue Manager

- Managed revenue operations and CRM lifecycle including funnel optimization, user resurrection campaigns and Bounce cash wallet strategy. Launched bike resale GTM that increased **demand by 2x**.

Dunzo
Apr 2019 – Dec 2019 *(9 months)*

Demand Associate

- Drove growth in Hyderabad through BTL, in app optimization and scaled Bike Taxi vertical and **banner led orders by 4x**.

Uber Eats
Mar 2018 – Mar 2019 *(1 yr 1 month)*

Marketing Executive

- Launched Uber Eats in Kolkata, executing BTL campaigns, restaurant brandings, influencer marketing and OOH campaigns.

ENTREPRENEURSHIP & ACHIEVEMENTS

Co-founder at BunkStreet
Mar 2016 – May 2017 *(1 yr 3 months)*

Built a college news platform reaching 1 million monthly views. Incubated at Innokul Labs, Kolkata.

GSEA Winner *(2016)*: Winner of Global Student Entrepreneur Awards for BunkStreet (East India region).

EDUCATION

Heritage Institute of Technology, Kolkata

B.Tech in Information Technology (Graduated 2018)

TOOLS

- **CLM & Analytics**: Clevertap, Moengage, Plotline, Mailchimp, SQL, Mixpanel
- **AI**: Claude code, Claude Cowork, Lovable