

# Christin Thomas

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## SUMMARY

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Product Manager with 6+ years driving high-impact products across fintech, marketplace, and consumer platforms. Proven track record: 45% conversion growth, 0-to-1 launches, and \$120M+ business impact through data-driven strategy, experimentation, and stakeholder management.

## WORK EXPERIENCE

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**Lowe's India** | *Product Manager* November 2024 – Present

- Own product strategy for the Genesis system in Sales Accounting, directly enabling \$120M+ organizational modernization initiatives through stakeholder management across Settlements, Payments, Tax, and CPA teams
- Vibe-coded applications to reduce dependency on engineering teams in organizational initiative validations
- Manage product backlog prioritization and OKRs for sales accounting infrastructure supporting organizational migration roadmap

**Justdial** | *Associate Product Manager* August 2021 – July 2024

- Owned end-to-end product lifecycle driving 45% increase in self-sign-ups through hypothesis-driven A/B testing, creating spec documents and managing backlog prioritization
- Drove 10–15% increase in direct traffic through integrated SEO and UX optimization
- Defined demand-based product roadmap conducting user research to validate launch criteria, driving 65% WoW traffic growth through targeted user acquisition strategies
- Built analytics infrastructure and performance monitoring systems using Google Analytics

**Urban Company** | *Senior Marketing Analyst* December 2020 – August 2021

- Designed user segmentation strategy in Clevertap using SQL for a 2.7M user base, managing multi-channel campaigns contributing to 15%+ seasonal demand
- Developed engagement plan for 1.2M users optimizing funnel metrics through data-driven segmentation

**Urban Company** | *Category Manager* May 2020 – December 2020

- Owned end-to-end operations for Salon Classic launch, scaling from 0 to 300 orders/day in 6 months, growing monthly revenue 4x (Rs. 5 Lakh to Rs. 20 Lakh+), leading a team of 6 interns
- Developed SOPs and built SQL-based dashboards for real-time tracking, reducing poor CX from 25% to sub-10% in 4 weeks

**Urban Company** | *Business Development Associate* May 2019 – May 2020

- Led PAN India initiatives elevating average service rating from 4.5 to 4.8 in 8 months through retraining programs and operational excellence

## EDUCATION

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**General Management (Specialisation – Product Management)** | Stoa 2022

**Bachelors in Computer Applications** | G.G.S.I.P.U – CGPA: 8.18 2018

## AWARDS & RECOGNITION

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Star Performer – Q1 2022 | Star Performer – Q4 2022

## SKILLS

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**Product:** Product Strategy, Roadmapping, Go-to-Market (GTM), User Research, Product Discovery, OKRs, PRD Writing, A/B Testing, Experimentation, Backlog Prioritization, Agile, Kanban, Sprint Planning, Market Research

**Tools:** Jira, Figma, Google Analytics, Clevertap, Redshift, SQL, Python

**AI/ML:** Vibe-Code: Claude Code, Windsurf, Cursor, Antigravity; Prompt Engineering