Naveenraj Pandiarajan

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Summary

Product Manager with 4+ years at DailyHunt (100M+ users), including 2+ years as sole PM owning PulsePoint, a 0-to-1 B2B SaaS notification platform, end-to-end from architecture through GTM (Rs.80L+ combined impact). Also drove feed, growth, UX, and monetization initiatives for DailyHunt's B2C product – GenAI-powered summaries (100M+ daily reads), Rs.2Cr+ ad-monetization revenue, and onboarding churn cut from 41% to 19%. Independently designed and shipped a full-stack Android app on Google Play using Cursor and Claude.

Work Experience

VerSe Innovation (Dailyhunt)

Apr 2025 – Present

Product Manager *Bangalore*

- Owned a B2B SaaS notification platform end-to-end as sole PM – strategy, GTM, prioritization, and technical decisions with Engineering – across 4 products and 2+ publisher pilots, delivering Rs.80L+ impact.
- Rebuilt customer support with a RAG-based LLM system retrieving templates/FAQs to generate responses across in-app feedback, email, and store reviews – automating 90% of feedback, saving 120+ hrs/month and Rs.20L across 5+ products.
- Built GenAI-powered, source-grounded article summaries – partnering with AI/ML to compare multi-LLM outputs against human-reviewed rubrics – 90% approval, +30% time spent, 100M+ daily reads.
- Led ad monetization across programmatic advertising via Google Ad Manager and Meta Ads, launching sponsored cards, interstitials, and in-feed formats that drove Rs.2Cr+ incremental revenue.
- Drove onboarding optimization across 15K+ daily installs, cutting churn 41% to 19% and lifting D1/D3 retention 30%.
- Led the 0-to-1 build of a social media management and analytics platform on X, Facebook, and Instagram APIs across 10+ handles, consolidating publishing, monitoring, and analytics and cutting manual effort 70%.

VerSe Innovation (Dailyhunt)

Jan 2022 – Apr 2025

Associate Product Manager *Bangalore*

- Owned end-to-end revamp of the notification and feed recommendation systems with AI/ML personalization, cohort analytics, and language-specific percentile-based behavioral modeling – driving 50% CTR lift across 20M+ users.
- Built a publisher-ranking framework using 10+ behavioral and content-quality KPIs, feeding 5% weight into feed ranking and cutting bounce rate by 15%.
- Led end-to-end Cricket and Elections redesign for 15M+ users, lifting time spent by 32% and 60%.

LMES Foundation

Mar 2018 – Jul 2019

Channel Growth Lead *Chennai*

- Led 10 artists, editors, and marketers to grow LMES YouTube to 440K+ subscribers and 15M+ views (EduCon 2019).

Independent Product Builds

The Ballers - Basketball Game Management App

Available on Google Play *Present*

- Built and shipped a full-stack Android app on Google Play using Cursor and Claude – real-time scoring, cross-device sync, and tournaments; validated with 100+ players.

Certifications

2020	**Machine Learning (Stanford University)**	***Coursera***
2020	**Neural Networks and Deep Learning (DeepLearning.AI)**	***Coursera***

Skills

Core	Product Strategy, 0-to-1 Builds, GTM, Roadmap Prioritization, PRDs, Stakeholders, A/B Testing
Domain	B2B SaaS, B2C Products, Growth Strategy, Monetization Strategy, Personalization, User Research, Analytics

Education

2019-2021	**Indian Institute of Technology Kanpur**	M.Tech, Aerospace Engineering
2013-2017	**PARK CET**	B.E, Aeronautical Engineering