

Resume

West Hartford, CT | ravikiran.rajabopal@gmail.com | LinkedIn | 814.441.9660

DIRECTOR, PRODUCT MANAGEMENT - CONSUMER DIGITAL PRODUCTS

- Consumer product leader with 14 years scaling digital experiences across entertainment, financial services, and consumer media - three distinct verticals, one consistent playbook: understand the user, validate through data, and build at scale
 - Multi-platform background spanning web commerce, iOS/Android mobile, voice (Alexa), and enterprise partner integrations
 - Brings scale experience at every stage - from launching a company's first consumer app to operating 12 high-traffic websites and growing mobile platforms from 1 million to 35 million users
 - Director-level operator: built and developed PM teams, led 5 cross-functional disciplines, and partnered with senior executives to align digital investment with consumer outcomes
-

Professional Experience

Director, Product Management

SeaWorld Parks and Entertainment (United Parks & Resorts) | 2021 - Present

- Delivered **\$8-10M+** annual revenue impact per major initiative by improving purchase funnels, pricing clarity, and consumer decision points across **12** consumer websites supporting hundreds of millions in annual revenue
- Generated **\$3-5M** in incremental annual revenue through organic search, improving discoverability for high-intent entertainment and hospitality traffic
- Increased checkout conversion by reducing transaction failures from near **20%** to mid-single digits, protecting **\$10M+** in annual revenue
- Established the organization's first experimentation-driven product strategy, identifying and validating consumer experience improvements through **75+** A/B tests per year across **4** consecutive years
- Led **5** cross-functional teams (product, content, development, experimentation, SEO) in seamless collaboration across all digital guest experience initiatives
- Coached and developed product managers, replacing intuition-driven decisions with structured, evidence-based practices

Product Manager, Digital Product Development

Prudential Financial | 2015 - 2021

- Delivered **\$350M** in AUM retention and contributed to **\$10B** in new client assets by launching the company's first consumer mobile app - the first native retirement mobile experience in the industry
- Improved app ratings from **1.8 to 4.8**, reaching **844K+** downloads and sustaining **100K** monthly active users through focused product improvements and go-to-market execution
- Pioneered the first authenticated Alexa skill in the retirement industry, enabling secure voice-based account access and earning the P&I Eddy Award 2019
- Rebuilt retirement B2C and B2B account management and transactional features, focusing on mobile and accessibility

Senior Product Manager

AccuWeather | 2011 - 2015

- Scaled mobile user base from **1M to 35M** users, improving long-term engagement and retention to **10M+** monthly active users across iOS and Android platforms
- Drove **150%** growth in mobile advertising revenue (approximately **\$10M** annually) through mobile product redesigns
- Led strategic planning and launch of **25+** consumer and partner-facing products in three years, improving app ratings from **3.0 to 4.4** across **500K+** reviews

Earlier Career

Lead Software Engineer | Robert Bosch, Visteon, Schneider Electric | 2003 - 2009

Core Skills

Consumer Mobile Products | Web & Mobile Platform Management | Product Strategy & Roadmapping | A/B Testing & Experimentation | User Retention & Engagement | Analytics & Data-Driven Decisions | Cross-Functional Leadership | Agile/Scrum | Voice Technology (Alexa) | SEO & Performance Optimization | Customer Journey Mapping

Education

MBA, Marketing - Penn State University (2011) | Bachelor of Engineering, Telecommunications - PES Institute of Technology, India (2003)