

NAVJINDER KAINTHRAI

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PROFESSIONAL SUMMARY

Product manager and web experience leader with 12+ years driving digital product strategy across telecom and publishing. Track record of seven-figure revenue growth, 100% lead-generation target attainment, and cross-functional execution across Product, Engineering, Marketing, and Customer Experience teams. Deep expertise in conversion rate optimization, customer journey design, and platform ownership — with proven impact in subscription, lead-gen, and e-commerce contexts.

CORE COMPETENCIES

- **Product Management:** Roadmap planning, backlog prioritization, stakeholder management, vendor selection & RFP execution, OKR/KPI definition, technical specification.
- **E-commerce & Growth:** Conversion rate optimization (CRO), customer journey mapping, A/B testing, lifecycle marketing & nurture programs, lead-funnel design, SEO/AEO.
- **Platform & Web Experience:** Multi-brand CMS strategy, technical architecture governance, Core Web Vitals & performance optimization, customer-facing web platforms.
- **Delivery & Operations:** Agile/Scrum, sprint planning, cross-functional team leadership, QA process integration, scalable digital workflows.
- **Tools & Analytics:** HubSpot, Salesforce, Google Analytics, Semrush, Hotjar, BrightEdge, Jira, Confluence, Figma, GitHub, WordPress, generative AI tools (ChatGPT, Claude, Gemini) for product discovery and research.

PROFESSIONAL EXPERIENCE

Founder

Present

Moga Web | Canada

- Founded and lead a Canadian web studio offering web development, UX/UI design, cloud management, and digital marketing.
- Guide clients from discovery through launch — strategy, design, build, SEO/SEM, and ongoing technical support.
- Own the studio's product and technology direction alongside client relationships and end-to-end project delivery.

Product Manager

Present

makemb.com (SaaS) | Remote

- Own the product vision, roadmap, and backlog for makemb.com, a browser-based SaaS for compressing and splitting PDF files.
- Drive discovery, prioritization, and cross-functional delivery across design and engineering.
- Define and track KPIs, run experiments, and optimize the customer journey to grow the product.

Manager, Web Experience

2019 – 2025

Distributel (a Division of Bell Canada) | Toronto, ON

- Led UX and CRO strategy for the multi-brand web portfolio, contributing to seven-figure revenue growth by optimizing conversion funnels through HubSpot and Salesforce.
- Achieved 100% of lead-generation targets within budget by aligning Product, Marketing, Communications, and Customer Experience teams behind a unified funnel strategy.
- Owned the product and technical roadmap for a multi-brand WordPress platform — modernized the stack, reduced manual operational effort by 30%, and standardized release processes across brands.
- Directed the site performance program — optimized Core Web Vitals to sub-3-second load times and lifted SEO rankings by 10–20%.
- Scaled Agile delivery in Jira and Confluence, shortening project cycles by 25% and establishing a centralized knowledge base for team scalability.
- Served as primary interface between Marketing, Engineering, and Product on high-priority feature releases, technical audits, and vendor RFPs.

Senior Product Specialist / Media Developer

2011 – 2019

Pearson Canada | Toronto, ON

- Drove integration of emerging technologies — including AI-driven personalization and modern JavaScript frameworks — into Learning Management System products, contributing to 80% market share through technical and experience differentiation.
- Re-engineered product development workflows to accelerate release cycles by 50% while maintaining rigorous QA standards.
- Led the digital transformation of legacy print content into interactive, data-driven digital learning products for the higher education sector.

EDUCATION, CERTIFICATIONS & HIGHLIGHTS

- Certificate in Instructional Design — Toronto Metropolitan University (Ryerson), Toronto, ON
- Diploma in Computer & Network Support — Humber College, Toronto, ON
- Google Analytics Certified | Toastmasters International — Advanced Leader Silver, with experience presenting product roadmaps to executives and Boards of Directors.