SAHIL SONI

Bengaluru, karnataka | Ph no: [redacted] | Email: [redacted]

SUMMARY

High-ownership professional experienced in driving strategy-to-execution across business operations, growth, and analytics in startup environments. Skilled at building structure from ambiguity, designing processes, analyzing funnels and ROI, and executing 0→ 1 initiatives across digital and operational domains. Brings strong execution discipline, entrepreneurial mindset, and the ability to support founders through data-driven insights and scalable workflows.

EXPERIENCE

Social Content & Marketing Intern

Airlearn | Bengaluru | | Dec 2025 – 2026

Translated brand priorities into structured content plans, creator workflows, and execution systems to support brand growth and visibility.

- Produced Gen-Z focused social content across IG/TikTok/YouTube, boosting brand awareness, recall, and platform engagement across US, UK, Canada countries.
- Supported creator collaborations and UGC initiatives, scaling the creator pipeline and driving higher organic reach, impressions, and shareability.
- Collaborated with design, product, and growth teams to align messaging and strengthen Airlearn's brand voice and cultural positioning.
- Leveraged performance analytics to iterate creative formats and improve engagement rates, enabling data-backed content and branding decisions.

B2G PARTNERSHIPS & BUSINESS OPERATIONS

Physics Wallah (PW) | Bengaluru | Jul 2025 – Nov 2025

Supported leadership in translating strategic priorities into structured research, execution plans, and partnership workflows across government stakeholders.

- Translated high-level business priorities into structured research frameworks, opportunity trackers, and execution-ready problem statements for B2G initiatives.
- Conducted secondary research, API-based market exploration, and data analysis to identify high-potential government partnerships and growth opportunities.
- Identified process gaps and operational bottlenecks in partnership workflows, improving documentation, CRM tracking, and execution clarity.
- Contributed to closing 3 B2G partnership deals by supporting research, stakeholder coordination, and execution follow-ups.
- Collaborated cross-functionally with strategy, operations, and marketing teams to support stakeholder conversations and decision-making.

MARKETING & GROWTH IMMERSION

PW Skills | Bengaluru | Sept 2025 – Oct 2025

Owned performance tracking, funnel analysis, and execution support for growth initiatives across digital channels.

- Conducted competitor and market research to support campaign planning, positioning, and messaging decisions.
- Supported planning and execution of digital campaigns, collaborating with marketing and operations teams to meet timelines.
- Analyzed campaign performance metrics to identify optimization opportunities across creatives and channels.
- Created structured documentation and insights summaries for internal reviews and planning discussions.

Project

Ad Wars Challenge–"The Sound Surfers: Unofficial boAt Ad" | PW IOI

July 2025 - Aug 2025

- Developed creative concept and script aligned with boAt's brand and youth audience.
- Planned scenes and visual flow in collaboration with a 4-member team.
- Executed end-to-end ad production optimized for YouTube and Instagram.
- Received strong organic response, driving meaningful audience engagement through effective storytelling.

Customer Experience & Funnel Analysis – E-commerce Platforms | Aug 2025

- Analyzed customer experience across Flipkart, Amazon, Meesho, and Myntra using funnel mapping and NPS-style evaluation.
- Assessed delivery speed, returns, app usability, and customer service to identify conversion and retention gaps.
- Converted insights into a structured decision-ready report with clear recommendations.

SKILLS

- **Technical:** Excel (Advanced), Google Analytics, API Integration, Web Analytics, CRM Tools, SQL
- **Business & Strategy:** Market Research, Digital Marketing, Campaign Optimization, E-commerce Management, Brand Growth, Online Marketing, Strategic Partnerships
- **Soft Skills:** Leadership, Creativity, Problem-Solving, Cross-functional Collaboration, Communication
- **AI & Prompt Engineering:** Google Veo 3 Labs, ElevenLabs Voice AI, ChatGPT / Claude / Gemini Prompting, Script Prompting, Marketing Automation

EDUCATION

- **Manipal University–** Bachelor of Business Administration (2024 – 2027)
- **CH Harpal Singh Convent School –** Higher Secondary (Class XII) | [80%]

CERTIFICATIONS

Founder's Battleground – PW SOS Volunteering Certificate

- Coordinated and led a pitch battle featuring 25+ startups, managing over 200 participants and overseeing complete event planning, execution, and operations.

LEARNING & DEVELOPMENT

- **IBM Business Analytics** (In Progress)