

# SUNNY SONI

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## EDUCATION

### Master of Business Administration, Business Analytics & Marketing

William & Mary, Raymond A. Mason School of Business

Williamsburg, VA

August 2024 — Expected May 2026

Coursework: Data Analysis, IT Transformation, Tools for Business Analytics, Marketing Management, Marketing Research

### Bachelor of Technology in Computer Science Engineering

Karunya Institute of Technology and Sciences

Coimbatore, India

Coursework: Programming in Python, DBMS, Data Warehouse & Data Mining, Mobile Application Development

July 2017 — May 2021

## WORK EXPERIENCE

### IPSERLAB

Dallas, TX

A stealth-stage startup building an AI-powered platform to personalize travel planning.

Lead AI Product Manager Intern (Promoted from AI Product Manager Intern)

May 2025 — Ongoing

- Championed the 0-to-1 development of an AI travel product by architecting multi-disciplinary teams and ownership models, earning a promotion to Lead AI Product Manager in 4 weeks.
- Orchestrated the complete 0-to-1 product discovery process, from user research and problem framing to persona mapping, aligning cross-functional teams to validate the core product hypothesis.
- Directed product strategy under the CTO, delivering 10+ core artifacts (roadmap, PRD, technical specs) that established clarity and accelerated the initial build phase by 25% under a zero-budget constraint.
- Steered the end-to-end execution of 5 agile sprint cycles, crafting 50+ user stories with structured documentation cut developer clarification cycles by 40%.
- Drove product velocity by Implementing the RICE prioritization framework, enabling the delivery of high-impact features within 3 weeks and cutting backlog churn by 35%.
- Engineered an asynchronous onboarding system for 20+ contributors, slashing onboarding time by 3.5 days and reducing internal support queries by 63%.

### ASANIFY

Kolkata, India

HR and Payroll automation software for small to medium-sized businesses.

Product Analyst (Growth Marketing Specialist)

September 2022 — August 2023

- Spearheaded a CRM automation and audience segmentation strategy that drove an 18% increase in revenue efficiency and a 27% boost in lead conversion.
- Engineered real-time onboarding dashboards in Tableau to pinpoint user drop-off patterns, directly influencing prioritization of flow improvements and accelerating product analytics reporting by 31%.
- Pioneered a Product-Led Growth (PLG) inbound funnel leveraging LinkedIn data, resulting in a 14% ARR increase and a 19% improvement in onboarding retention.

### YOCKET

Mumbai, India

India's largest community-based platform for study-abroad aspirants.

Business Development Associate

March 2022 — September 2022

- Collaborated directly with the product team to redesign user qualification journeys, optimizing the conversion funnel and improving conversion efficiency by 35%.
- Executed data-driven activation strategies based on user profiles and CRM signals, generating over \$700K in revenue across two quarters.

### LEADLE

Chennai, India

A B2B SaaS platform providing product-led growth tools and analytics.

Product-led Growth Analyst (Growth Partner)

October 2021 — March 2022

- Optimized user activation paths by analyzing churn signals and MVP-stage feedback, boosting SQL volume by 20% and cutting churn by 17%.
- Engineered an automated lead capture system integrated with GA dashboards, which quadrupled booked meetings and identifying top-performing acquisition channels.

## SKILLS

- Product Management:** Product Strategy & Roadmap, User Growth, E-commerce Funnel Optimization, A/B Testing, Data-Driven Decision Making, Conversion Rate Optimization (CRO), UI/UX Optimization, Agile & Scrum, Product Lifecycle Management, User Research, RICE & OKR Frameworks, GTM Strategy, Stakeholder Communication.
- Technical & AI:** LLMs, Generative AI, RAG, LangChain, Prompt Engineering, AI Product Strategy, APIs, JIRA, Figma, Notion, Trello, NotebookLM, Miro, Slack, ClickUp, Lovable.dev
- Data & Analytics:** SQL, Python(Pandas, NumPy), Tableau, Power BI, Excel, Amplitude, Google Analytics, JASP
- Certifications:** Certified Scrum Product Owner (CSPO).