SUNNY SONI

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EDUCATION

Master of Business Administration, Business Analytics   **Williamsburg, VA**

William & Mary, Raymond A. Mason School of Business   *August 2024 — Expected May 2026*

Coursework: Product Management, Marketing Research, Tools for Business Analytics, Project Management, Entrepreneurial

Ventures **Bachelor of Technology in Computer Science Engineering**   **Coimbatore, India**

Karunya Institute of Technology and Sciences   *July 2017 — May 2021*

Coursework: Programming in Python, DBMS, Software Engineering, Mobile Application Development, Web Technologies

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 — November 2025*

- Championed 0-to-1 development of an AI travel companion product by structuring ownership models and agile workflows, achieving a 4-week promotion to Lead AI PM and 3× faster cross-team alignment.
- Led full discovery cycle user interviews, persona mapping, and hypothesis testing resulting in a validated MVP problem statement with 80% concept acceptance from early users.
- Delivered 10+ strategic artifacts (roadmap, PRD, feature briefs, specs) that accelerated engineering kickoff and cut build time by 25% under a zero-budget environment.
- Executed A/B experiments on onboarding and itinerary flows, generating 27% higher task completion, 19% lower drop-off, and directly informing next-release UX decisions.
- Defined and established KPI framework (activation, adoption, DAU/WAU) and delivered a data-driven roadmap for Version 2 MVP to guide ongoing iteration and product optimization.
- Authored 50+ user stories across five sprints using the RICE framework, reducing backlog churn by 35%, clarification loops by 40%, and boosting sprint delivery predictability by 18%.

ASANIFY   **Kolkata, India**

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

Product Analyst (Growth Marketing Specialist)   *September 2022 — August 2023*

- Drove product-led growth (PLG) strategy, achieving a 16% ARR increase and 29% boost in onboarding retention, laying the foundation for sustainable NRR growth.
- Designed and deployed a CRM automation framework that lifted revenue efficiency by 18% and boosted lead-to-customer conversion by 27%.
- Built Tableau- and SQL-based onboarding dashboards to uncover user drop-off trends, guiding product roadmap decisions and improving analytics turnaround by 31%.

YOCKET   **Mumbai, India**

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

Business Development Associate   *March 2022 — September 2022*

- Collaborated with the product and marketing teams to redesign the user qualification journey, 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 Analyst (Growth Partner)   *October 2021 — March 2022*

- Optimized activation and retention pathways by analyzing churn signals and MVP-stage user feedback, reducing churn by 17% and increasing SQL pipeline volume by 20%
- Built an automated lead-capture and analytics system integrated with GA dashboards, quadrupling booked meetings and identifying top-performing acquisition channels.

SKILLS

- **Product Management:** Product Strategy & Roadmap, User Growth, NRR Strategy, Retention & Churn Analysis, A/B Testing, Data-Driven Decision Making, Product-Led Growth, 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, APIs, JIRA, Figma, Notion, Trello, NotebookLM, Miro, Slack, ClickUp, Lovable.dev, Confluence, Asana
- **Data & Analytics:** SQL, Python (Pandas, NumPy), Tableau, Power BI, Excel, Amplitude, Google Analytics, JASP
- **Certifications:** Certified Scrum Product Owner (CSPO).