

# Sahil Dhyani

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## Professional Summary

- Experienced Digital Marketing Manager with 8+ years in leading brand awareness and lead generation campaigns for professional services and technology companies.
- Proven ability to manage multi-channel digital strategies, automate marketing workflows, and support business development with clean, structured campaign data.
- Leading Social Media Marketing at Intelegencia, driving integrated growth across social media, UX, paid media, creatives, and content strategy.
- Proven ability to align brand narrative with data-backed decisions to optimize acquisition and ROI.

## Career Timeline

Apr 2024 – Present	<b>Intelegencia</b> Sr. Manager Digital (Apr 2024 – Present)
May 2020 – Mar 2024	<b>Unyscape</b> Sr. Manager Digital (May 2022 – Mar 2024) Social Media Executive (May 2020 – Apr 2022)
May 2019 – April 2020	<b>Brand Visage Communications</b> Social Media Manager (May 2019 – April 2020)
April 2017 – April 2019	<b>Emporio Marketing</b> Social Media Executive (April 2017 – April 2019)

## Focus Areas

- Full-Funnel Marketing
- Data-Driven Decisioning
- Sales Enablement
- CRO & UX Insights
- Lead Generation & Prospect Targeting
- Brand Awareness Campaigns

## Experience

### Sr Manager Digital

*Intelegencia, Apr 2024 – Present*

- Lead full-funnel digital strategies that integrate social, email, and paid media to drive brand engagement and ROI.
- Drive continuous campaign optimization through performance analytics and data-driven decision-making, resulting in improved ROI.
- Implementing customer segmentation and personalization for Google Ads.
- Oversee cross-functional teams in India and the Philippines, ensuring efficient collaboration and alignment with business objectives
- Collaborate closely with design and development teams to streamline UI/UX for websites, landing pages, and apps, enhancing user journeys and conversions.
- Plan and execute targeted email marketing campaigns tailored to different stages of the customer lifecycle, improving open rates and click-through performance.

## **Sr Manager Digital**

*Unyscape Infocom, May 2020 – Mar 2024*

- Led end-to-end brand and performance marketing initiatives across digital channels to drive awareness, engagement, and revenue growth.
  - Developed and optimized content strategies for eCommerce platforms like Amazon, Lazada, and Shopee, improving product visibility and conversions.
  - Blended data-driven insights with compelling storytelling to enhance campaign performance across social, email, and paid media.
  - Implemented Conversion Rate Optimization (CRO) strategies to boost website and landing page effectiveness, resulting in measurable improvements in key metrics .
  - Worked closely with sales teams to translate marketing data into actionable strategies, directly contributing to pipeline and revenue growth.
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## **Social Media Manager**

*Brand Visage Communications, May 2019 – April 2020*

- Directed the design and execution of creative, cross-channel marketing campaigns that elevated brand storytelling and deepened audience engagement across social and digital platforms.
  - Oversaw end-to-end client servicing, including the development of strategic presentations, execution roadmaps, and performance reports to ensure alignment with business objectives
  - Led Online Reputation Management (ORM) efforts through proactive social listening, sentiment analysis, and timely engagement to protect and strengthen brand image.
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## **Social Media Executive**

*Emporio Marketing Pvt Ltd, April 2017 – April 2019*

- Led the planning and execution of integrated digital marketing campaigns for brands across sectors including education, hospitality, and retail, ensuring alignment with unique industry goals.
- Oversaw content production by collaborating with design and copy teams to deliver cohesive and high-performing creative assets for digital platforms.
- Managed offline brand activities such as events, trade shows, and activations to complement online efforts and enhance overall brand visibility.
- Supervised eCommerce marketing strategies for a retail brand on platforms like Amazon, optimizing product listings, promotions, and ad campaigns to boost sales and reach.

## **Education**

### **B.Tech in Electronic and communications**

*Graphic Era University, 2011 – 2015*

## **Skills**

- **Data Analytics:** Looker Studio, Google Analytics
- **Digital Marketing:** Social Media Strategy, ORM, Google Ads, Facebook Ads, LinkedIn Ads, Amazon Ads, Influencer Marketing
- **Tools:** Canva, Figma, Unbounce, Helium 10