

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