



Siddhant Singh

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Summary

MBA, IIM Indore | Product Marketing, Flipkart | Ex-Strategy, OnePlus | 2x Founder @ nicehire, furnly

Skills

Product Strategy | Product Management | Go-to-market | AdTech | Emerging Tech | Analytics

PROFESSIONAL EXPERIENCE

From AUG 2021 till date

**Senior Product Marketing Manager**  
ADS MONETISATION UNIT  
**Flipkart**, Bengaluru

★ Fast-track Promotion 2022

★ Instant Karma Award Q4 2021

- Strategy & Growth**
- Built Flipkart Ads Academy, enabling 4000+ advertiser certifications in H1'22
  - Owned flagship education & marketing programs, engaging 80k+ businesses
  - Reinvented program construct to grow inbound interest from agencies by 20%
- GTM - AdTech Platform for Large Businesses**
- Owned GTM launches for 25+ features across ads offerings, ensuring 70%+ adoption
  - Grew full-funnel marketing on social & owned inventory, delivering 2X engagement
  - Increased retention by 45% by steering 10+ UI-UX changes on Flipkart Ads Platform

From JUL 2020 to AUG 2021

**Strategy Analyst**  
OFFICE OF INDIA CEO & GENERAL MANAGER  
**OnePlus India**, Bengaluru

★ Spot Award Q4 2020

★ Budding Star Award 2020-21

- Digital Membership Program**
- Lead Red Cable Club sign-ups to 10 million devices, delivering 2X growth in 2020
  - Scaled omnichannel presence of the paid plan, leading to \$10m+ GMV in H1'21
  - Enabled integrations with Spotify & Uber to drive premium positioning & adoption
- New Strategic Business Initiatives**
- Established OnePlus Exchange & Buyback, enabling alt revenue from 100k+ buybacks
  - Served as the global UX & India ops SPOC for OnePlus Store app & oneplus.in projects
  - Formulated user feedback & retention tracking processes for India business (60+ NPS)

KEY PROJECTS & VENTURES

**nicehire.in**  
Recruitment Tech Venture (Ongoing)

**Furnly**  
Furniture Commerce (Decayed in 2021)

**Google Ad Grants**  
Digital Marketing | JUL-DEC 2019

**your-space**  
Consultant | AUG-NOV 2019

- 0-1 journey: research, conceptualisation, & first conversion of the offering within 6 days
  - Formulated a custom shortlisting algorithm & created a back-end dashboard for clients
- Formed a team of 15 to enable e-commerce sales & delivery of furniture across India
  - Conceptualised 7 unique furniture-tech products & scouted suppliers & manufactures
- Campaign Management for non-profits on Google: AlternaCare, a US-based NGO
  - Led digital ad campaigns, optimizing CPC and reducing CAC by 40%
- Led GTM strategy, ascertaining top 20 micro-markets by analysing need-gaps of student housing across 4 Lakh+ Indian colleges across 10k cities

EDUCATION

**MBA**  
IIM Indore, 2018-2020  
3 National Level Corporate Accolades,  
A grade in 17 courses, GRE Score: 332

**B.A. (Management)**  
IIM Indore, 2015-2018  
Grade 3.24/4.33,  
Top 10%ile among 130+

**Class 12, CBSE**  
Doon Internation School, Dehradun  
Score 92.8%, Rank 7 among 400+  
Best All-Rounder Student Accolade

**Class 10, ICSE**  
Hilton's School, Dehradun  
Score 95.4%, Rank 2 among 180+  
Social & Rotract Club VP

INTERNSHIPS

**Venture Capital Analyst**  
India Internet Fund | JAN-APR 2020

**MBA Intern - Product Marketing**  
Google | APR-JUN 2019

**Summer Analyst**  
Aavishkaar Group | APR-MAY 2018

- Built investment thesis for the D2C space basis market analysis in India & China
  - Identified disruption opportunities & gaps leading to \$10m+ in seed investments
- Proposed seasonal trends in 25+ verticals for a listicle campaign for Google Search
  - Crafted & executed outreach for 3 new Maps features (35% higher engagement)
- Designed framework to capture 30+ case studies for internal records & pitch decks
  - Liaised with stakeholders to ensure 100% deliverability of reports for investors

INTERESTS & CAUSES

Wellbeing

Inclusion

Design

Gadgets

Cinema

Music

Gaming

Hiking