



Sachin Singhania

E-Mail: x25sachins@iima.ac.in Mobile: +91-9566190212 LinkedIn: [linkedin.com/in/singhania97/](https://www.linkedin.com/in/singhania97/)

Summary

Visionary and results-driven marketing leader with deep expertise in digital, product marketing, and strategic consulting, recognized for delivering exceptional brand growth and market performance at top-tier organizations like BCG and Dentsu. Adept at driving high-impact campaigns, leading cross-functional teams, and solving complex business challenges with speed, innovation, and consistent excellence in dynamic, high-pressure environments.

Professional Experience

Senior Analyst | BCG | Gurugram

- **Managed a monthly portfolio size of INR 2Cr+ & spearheaded end-to-end growth hack projects in digital marketing** for multiple clients. Curated **product marketing plans & SOPs** to drive impact across digital, app, organic, & paid media.
- Led digital growth for a top grey cement company: **achieved a 4-percentage point awareness lift & 40M digital reach**, realised **5x monthly traffic growth & delivered a 10 p.p. lift in consideration** through innovative Meta campaigns.
- **Boosted NRI bank account openings by 40%** for a leading private BFSI client through targeted **Google and Meta campaigns**; collaborated with senior stakeholders and successfully executed a **new product launch across 5+ international markets**.
- **Revamped a growth hack strategy** for one of India's largest private BFSI players, repositioning product offerings, targeting high-value customers, **reducing CAC by 25%, and driving a 30% increase in M0 balances** for their savings account product.
- Designed a personalized communication strategy for a leading Indian digital challenger bank, **segmenting audiences across 18 themes to boost digital active rates by 70%, customer engagement by 300%, and product uptake per customer by 20%**.
- Developed a paid ads strategy for a lingerie brand through customer segmentation, survey analysis, and market research to bring in a **30% reduction in CAC, improving ROAS by 60%** bringing in a **total spend efficiency of 25%**.
- **Mentored 10+ team members** and successfully mapped them to functional areas based on their interest & growth prospects.
- **Led a global team of 5+** to develop best-practices primers for Google's Search & Performance Max campaigns, creating IP content on digital marketing trends and end-to-end offerings that elevated digital efficiency across multiple regions.

Analyst | BCG | Gurugram

- Delivered digital diagnostics for **30+ Indian and international brands**, identifying platform-specific opportunity gaps and crafting tailored, channel-wise go-to-market strategies that led to a **15% proposal conversion rate** for digital growth initiatives.
- Digitally enabled one of India's top electrical consumer client to achieve targets at 40% lower CPM and 64% lower CPL, meeting 85% of MQL targets in 6 months. **Realized 3.7% brand lift, 8% consideration lift, & 18% sales growth**.
- Conceptualized and **implemented an organic growth and content marketing roadmap** for a leading BFSI client, driving 9x organic traffic growth and a 12% increase in lead generation within six months.
- Piloted automation in digital marketing for MSMEs by **developing and testing 300+ GenAI tool prompts**, designing scalable SOPs and use cases that accelerated campaign deployment and efficiency across teams.
- Achieved 20% reduction in cost-per-qualified lead and **boosted digital engagement for a top automotive client** by optimizing **omni-channel marketing**, revamping website experience, & enhancing measurement frameworks.

Senior Business Analyst | dentsu (Merkle Sokrati) | Pune

- Spearheaded a **12-month brand campaign for IDFC First Bank**, achieving a **12.7% brand lift (vs. 5% industry average)** and **41% assisted conversions**, via data-driven campaign leadership in digital branding via DV360, CM360, Meta, Google etc.
- **Mentored 25+ analysts** from top-tier colleges in digital marketing, branding, and organic growth strategies, empowering high-engagement client servicing and demonstrating leadership in capability building.
- **Led Dentsu's website optimization project**, collaborating with tech, content, and design teams to raise **SEO score from 65% to 89%**, showcasing cross-functional teamwork and technical depth.
- Led **25+ branding and organic business development audits**, achieving a **~35% client win rate** by delivering tailored solutions & collaborating closely with multidisciplinary client teams.

Business Analyst | dentsu (Merkle Sokrati) | Pune

- Drove **72% growth in organic sessions; 251% year-on-year increase in blog impressions** for STL Tech by shaping innovative, SEO-led content & organic strategies on Google & Bing search engines.
- Drove **187% growth in organic app installs & 141% growth in organic website traffic** for mPokket within five months by leading architecture revamps, SEO strategies, & securing 117 top 10 Play Store keyword rankings.
- Developed a **customized Excel dashboard to automate daily performance tracking** for paid campaigns across Google, Facebook, & publisher platforms, enhancing decision-making speed for client teams.

- **Assisted on end-to-end brand positioning & organic digital strategy** for KIRO Cosmetics and coordinated cross-functional efforts to ensure a successful market debut.

Digital Marketing Engineer | AdmitEdge | Chennai

- **Led end-to-end organic lead generation** and growth for two major GRE prep products in ed-tech, achieving a **15% month-over-month increase in organic leads** through data-driven content and SEO strategies.
- Conceptualized and marketed a student-focused learning app by translating technical features into compelling product stories, driving a **125% rise in YouTube subscribers** within 6 months and 1.5x growth in blog sessions over 8 months.
- Executed **3 high-impact online events** and **200+ webinars**, generating **INR 1 crore in revenue** and over 5,000 responses; received commendations from senior digital leadership for event strategy and execution excellence.
- Coordinated with 5 external teams and worked on **design, video editing, content writing, & performance marketing**, leveraging tools like **Google Analytics, Search Console, YouTube Studio, SEMrush, Mailchimp, Google & Meta ads**.

Education

B. Tech (EEE) – SRM Institute of Science and Technology, Chennai (KTR) | India

Accomplishments

- **Top 5 finalists** in IIMA's Product management's club case competition – PM Dissect.
- Led the team to **win the 1KT Championship at BCG**, an award rewarding those fostering teamwork within the knowledge team function.
- Attained **fast-track promotions at BCG** in ~18 months vs 24 months typical timeline (analyst to senior analyst).
- Attained **fast-track promotions at dentsu** (Merkle Sokrati) from business analyst to senior business analyst receiving rave reviews from clients and internal leadership.
- Received the **Extra-mile award at dentsu** (Merkle Sokrati) for significant contributions towards innovative ideas, team mentorship, and leadership.
- Received the **Rockstar of the Year award at dentsu** (Merkle Sokrati) for stellar performance.
- Spearheaded large-scale youth initiatives as **President at MyCaptain** (student chapter), leading and expanding teams across cities to organize high-impact bootstrapped events, including a **1,000+ attendees youth conclave**, tech festivals in collaboration with **MIT India-US initiative**, collectively generating 10,000+ leads and INR 5L+ revenue.

Certifications

Lean Six Sigma, Henry Harvin

Advanced Performance Marketing

Marketrix - dentsu's Marketing Management Program

Extra-Curriculars

- External Media and Exchange (IIP) Secretary for IIMA's 61st Student Body Council.
- Received prizes in various debate competitions and participated in several Indian Parliamentary MUNs, winning high commendation on the agenda "Green Energy and its Future in India."
- Won several inter-college theatre competitions at colleges such as NLSIU, VIT, MCC, etc.
- Volunteered at the Commonwealth Youth Games 2008.