

SONIYA SINGH

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SUMMARY

Technical AI Product Marketing Manager with more than 8 years of experience driving go-to-market strategy, product positioning, and sales enablement for AI/ML, LLM, agentic AI, and cloud infrastructure products. Certified AWS Solutions Architect with hands-on experience in LLM engineering, agentic system design, model lifecycle management, and cloud architecture. Skilled at bridging engineering and business teams to build market narratives that accelerate product adoption and drive revenue

EXPERIENCE

AI BLOCKCHAIN INC.

New York, NY

AI/ML Product Strategy Architect

Fall 2025

- Developed product positioning and GTM strategy for an enterprise AI/ML platform, aligning a multi-quarter feature roadmap to market demand and revenue targets across developer, ML practitioner, and enterprise buyer segments to accelerate pipeline visibility by 28% within two quarters of launch
- Architected end-to-end messaging frameworks across the full AI/ML model lifecycle (problem framing, data sourcing, training, evaluation, deployment, and monitoring), translating infrastructure-level capabilities into persona-specific value propositions that resonated equally with technical buyers and executive decision-makers
- Converted complex AI engineering trade-offs (model accuracy, cost, latency) into competitive battlecards, solution briefs, and objection-handling narratives in partnership with engineering and product teams, contributing to a 22% improvement in enterprise deal conversion rates
- Designed Mixpanel adoption dashboards to track feature engagement across enterprise cohorts; used segment insights to sharpen positioning and redirect GTM investment, driving an 18% lift in targeted feature adoption

NIOYATECH IT/AI SOLUTIONS

Tyson, VA

AWS Solutions Architect

Summer 2025

- Partnered with enterprise customers, product, and engineering teams using Agile methodologies to translate complex cloud-native AI requirements into solution positioning frameworks, connecting technical architecture capabilities to measurable business outcomes for enterprise buyers
- Developed technical business case frameworks and ROI narratives for cloud AI deployments, aligning architecture strategy to enterprise KPIs and enabling go-to-market teams to quantify product value in business terms, contributing to a 35% improvement in enterprise proposal acceptance rates
- Built competitive TCO (Total Cost of Ownership) positioning and cost-benefit narratives for cloud AI infrastructure, translating architecture optimization strategies into procurement-ready business cases that reduced buyer objections and shortened enterprise evaluation cycles by 18%
- Architected cloud observability and performance monitoring systems that provided product, engineering, and account teams with real-time visibility into solution health and customer usage patterns, supporting proactive adoption tracking and technical decision-making across enterprise deployments

CASTLE PROPERTY NETWORK – RE B2B SaaS Product

Mumbai, IN

Technical Product Marketing Manager

2022 to 2024

- Defined product positioning, persona-specific messaging, and go-to-market strategy for a B2B SaaS platform serving enterprise and retail buyer segments, aligning product capabilities to distinguish customer value drivers
- Conducted market research, competitive analysis, and win/loss interviews to continuously sharpen product value propositions; synthesized customer insights and revenue impact modeling into messaging frameworks that directly shaped feature prioritization and GTM investment decisions
- Designed GTM experimentation frameworks connecting product messaging and feature changes to user engagement and revenue outcomes, driving a 32% improvement in lead-to-deal conversion rates and a 22% increase in retention
- Developed executive briefing decks, sales enablement toolkits, and cross-functional alignment narratives that translated complex product strategy into clear business objectives, securing buy-in across sales, engineering, and product stakeholders and accelerating growth initiative launch timelines by 20%

DISNEY+HOTSTAR

Mumbai, IN

Ad Ops Intern

Summer 2021

- Managed and optimized 100+ digital advertising campaigns across Disney+ Hotstar's streaming platform, applying performance analytics and A/B testing methodologies to improve campaign conversion rates by 28%
- Analyzed audience segmentation data and campaign delivery signals to identify high-value targeting opportunities, translating platform viewer insights into actionable strategy recommendation that improved CTR by 22%
- Collaborated with sales and account teams to align digital campaign execution with enterprise advertiser objectives, building performance reporting frameworks that communicated platform value clearly to external partners

CNP PUMPS INDIA

Technical Project Manager

Mumbai, IN
2018 to 2021

- Spearheaded digital transformation and go-to-market repositioning of a B2B e-commerce platform, developing user adoption strategies and customer engagement frameworks that drove a 170% increase in platform engagement across enterprise and distributor buyer segments
- Defined project requirements and led cross-functional delivery of an automated order management solution that compressed processing cycle time from 2 hours to under 2 minutes, building the internal business case and operational value narratives that secured adoption across sales, inventory, and operations stakeholders
- Designed real-time KPI dashboards and funnel conversion reporting frameworks tracking revenue pipeline, customer acquisition, and operational performance metrics, enabling go-to-market teams to make data-driven positioning

FIVE ONLINE WEB SOLUTIONS

Digital Marketing Executive

Mumbai, IN
2015 to 2017

- Synthesized customer behaviour data and multi-channel campaign analytics to develop product positioning recommendations and audience segmentation strategies for B2B and B2C client portfolios, improving average campaign conversion rates by 24% and informing data-driven marketing investment decisions
- Partnered with creative and analytics teams to audit and redesign customer-facing conversion funnels, applying buyer journey insights to refine brand messaging at each engagement touchpoint and improve long-term CAC
- Leveraged web analytics and behavioural tracking tools to surface audience engagement signals and campaign performance trends, translating data insights into strategic positioning recommendations that shaped client's GTM

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL (Awarded 100% Scholarship, GMAT: 760)

M.B.A, Marketing & Technology Concentration, GPA: 4

Atlanta, GA
May 2026

NMIMS, NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES

Executive M.B.A, Marketing & Strategy Concentration, GPA: 3.5

Mumbai, IN
April 2021

Mumbai University, B.K. BIRLA COLLEGE OF ARTS, SCIENCE & COMMERCE

B.Sc. Computer Science – MySQL, Python, JSON, YAML

Mumbai, IN
March 2015

CERTIFICATIONS

PMA- Product Marketing Core & Advanced Track • AWS Solutions Architect (SAA-03) • Agentic AI Engineering (Ed Donner) • LLM Engineering (LLM Axis) • AI & ML (CampusX & DeepLearning.AI) • IBM AI Product Management (Coursera) • CSPO- Certified Scrum Product Owner • Google Analytics • Google Ads Measurement

PROJECTS (PORTFOLIOS & GITHUB)

1. AI-Powered Regional Demand Prioritization Platform | Lowe's Pro Services [[View Project >](#)]

- Defined product vision and GTM framework for an AI demand forecasting tool that identified high-value expansion regions using predictive modelling and market data signals, applying end-to-end product strategy thinking to an enterprise retail
- Developed product positioning strategy, success metrics, and enterprise buyer persona mapping, connecting AI model outputs to procurement and operations decision-making processes to demonstrate measurable regional ROI and resource allocation

2. Reinforcement Learning Auto-Scaler for LLM Inference [[View Project >](#)]

- Engineered a Q-learning based GPU autoscaler that learns optimal scaling policies for LLM inference workloads, dynamically balancing enterprise GPU cost reduction against SLA-compliant latency targets.
- Built a custom RL environment simulating real-world LLM workload patterns, GPU cost structures, and SLA constraints, generating cost-versus-performance tradeoff analysis directly applicable to AI infrastructure product positioning and pricing

SKILLS

Product Positioning & Messaging • Go-to-Market (GTM) Strategy • Sales Enablement • Competitive Intelligence • Product Launch Management • Market Research & Segmentation • Developer Marketing • Pricing & Packaging • Technical Content Strategy • AI/ML Model Lifecycle • Agentic AI Systems • LLM Engineering • RAG Pipelines • Prompt Engineering • Generative AI • Model Evaluation & Benchmarking • Cloud-Native Architecture • API & Platform Marketing • Product Metrics & Funnel Analysis • Cross-Functional Leadership • Stakeholder Management • Executive Communication

WORK AUTHORIZATION

Authorized to work in USA. Current Visa: F1 Student Visa with 3 Years Extension OPT till 2029