BHAWAY BHALLA
AI-Driven Product | Generative AI | Growth & Strategy Professional

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PROFESSIONAL SUMMARY

Results-driven AI-focused Product and Growth Professional with hands-on experience in Digital Marketing, Technical Sales, B2B/B2C Operations, International Client Support, CRM Systems, and AI Productivity Tools. Currently pursuing Product Management with Applied AI from IIT Roorkee. Currently building AI-driven digital products and performance marketing systems while managing independent consulting projects. Immediate Joiner – Open to relocation.

CORE COMPETENCIES

- Generative AI & Prompt Engineering
- AI Workflow Automation & Productivity Systems
- Product Strategy, Roadmapping & GTM Planning
- User Behavior Analysis & Conversion Optimization
- Growth Hacking & Performance Marketing
- SEO, Paid Ads & Digital Campaign Management
- CRM Management (Salesforce, Zoho)
- Technical Troubleshooting & Remote Diagnostics
- B2B & B2C Client Lifecycle Management
- Cross-Functional Collaboration & Stakeholder Communication

TOOLS & TECHNOLOGIES

- AI Tools: ChatGPT, Google Gemini, Microsoft Designer, Notion AI, Canva AI
- Product & Design: Figma, Miro, Jira, Asana, Notion, Cursor
- Automation: Zapier, AI Workflow Systems
- Analytics & Marketing: Google Analytics, Meta Ads Manager, SEO Tools
- CMS: WordPress (AdSense Optimized)

PROFESSIONAL EXPERIENCE

Freelance Digital Consultant & AI Content Strategist – Self-Employed (Bhaway Beats) | Jun 2025 – Present

- Managing Meta & Google performance ad campaigns for digital growth projects.
- Developing AI-driven content workflows using ChatGPT & Gemini.
- Building SEO-optimized WordPress properties & monetization funnels.
- Leading AI-based music production and digital brand development initiatives.
- Applying Product Management frameworks from IIT Roorkee in live projects.

Digital Marketing & Sales Strategist – Saakh (Project-Based Role) | Mar 2025 – May 2025

- Led Social Media & Performance Marketing campaigns.
- Analyzed user behavior and optimized acquisition funnels.
- Managed CRM-based lead nurturing and supported sales conversions.

Data Recovery Associate – Stellar Information Technology | Feb 2024 – Oct 2024

- Handled international B2B/B2C clients via chat, email, and calls.
- Delivered remote troubleshooting and converted consultations into sales.
- Maintained CRM lifecycle documentation.

Technical Support Advisor – Dell (Concentrix) | Jun 2022 – Mar 2023

- Managed global inbound calls and diagnosed hardware/software issues.
- Delivered structured remote solutions ensuring high CSAT.

Chat Support Advisor – Uber Eats (US & Canada) | Mar 2023 – Nov 2023
- Managed high-volume chat operations resolving order and account issues.
- Maintained customer retention metrics.

Business Development Trainee – BYJU'S | Nov 2021 – Jan 2022
- Worked on Salesforce CRM.
- Conducted one-on-one counseling and scheduled demos.
- Performed parent consultations for personalized course advisory and conversion.

Sales Campaign Associate (Contract) – Dhani Loans & Healthcare | Mar 2021 – Nov 2021
- Executed outbound campaigns and promoted financial products.
- Achieved sales conversion targets.

Travel Executive – Radical Minds Technologies | Sep 2019 – Jan 2021
- Managed domestic & international flight processes during COVID.
- Handled cancellations, refunds, and ticketing tools for global clients.

EDUCATION

Future-Ready Product Management with Applied AI – IIT Roorkee (Ongoing)
GNIIT – Cloud & Mobile Software Engineering – NIIT
Bachelor of Computer Applications (BCA) – Mangalam School of Management & Technology

CERTIFICATIONS
- Generative AI Foundations – upGrad
- Social Media Marketing Mastery – Udemy
- Complete Digital Marketing Course – Udemy
- Google Digital Marketing Certification
- NIIT Professional Skills Certifications

LANGUAGES

Hindi (Fluent) | English (Fluent)