

Russhil Chawla

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PATENTS

ON-DEVICE CALL SCREENING SYSTEM AND METHOD OF REAL TIME AUTOMATED CALL SCREENING, Filed August 7, 2023
Patent ID - IN202321052825
Developed an on-device AI call screening system that improved spam detection accuracy by 30% by integrating speech recognition, NLP, and context-aware filtering, while maintaining user privacy through federated learning.

PROFESSIONAL EXPERIENCE

Sales and Marketing Intern, Auditionify 02/2025 – present
Coppell, United States
• Conduct market research, develop marketing strategies, and assist in branding, promotions, and campaign execution.
• Handle customer service, sales pitching, and industry networking while collaborating on outreach initiatives.

Content Marketing Executive, Coffee 10/2024 – present
Increased app downloads from single digits to over 900 in the first week by optimizing content strategies and marketing campaigns, leading to the app ranking on the iOS social charts and achieving over 1 million organic impressions. Improved short-form content-to-app download conversion rates by 7%.

Outreach And Marketing Intern, Giakaa Capital 07/2024 – present
Delaware, United States
• Grew social media engagement by 20% by creating consistent, targeted content and acting as the primary point of contact for investors and founders.
• Conducted market research to identify investment opportunities, focusing on emerging industries.
• Led legal research for a \$10M tokenized real estate project, consolidating insights and legal frameworks.

Founder, XCult 2021 – present
Mumbai, India
Generated over ₹10 lakh in revenue within 2 years by implementing marketing strategies and optimizing website funnels, reducing cart abandonment rates and increasing checkouts by 30%. Worked with notable clients, including WearWorldPeace (founded by NBA player Ron Artest), KK Ventures, and GreenBeanMeals, to scale their operations and improve brand visibility.

Founder, BazicNeeds 2020 – 2021
Mumbai, India
• Facilitated access to essential goods for over 1,000 suppliers and consumers daily during the COVID-19 lockdown through a custom-built platform.
• Managed a team of 10 outreach members, ensuring efficient coordination and effective communication strategies.
• Featured in national outlets such as Hindustan Times and Firstpost for contributions during the pandemic.

EDUCATION

Indian Institute Of Management, Bodh Gaya, Integrated Programme In Management 08/2024 – present
India
Pursuing a dual-degree program at IIM Bodh Gaya. Class Representative and student leader, leading Sponsorship and Guest Curation teams for major events and conferences.

Riverdale International Residential School, High School Diploma 2022 – 2024
Spent two years living independently, learning to manage responsibilities, develop social skills, and prioritize health and well-being while balancing academic and extracurricular commitments.

Smt. Sulochanadevi Singhania School, Junior High School 2010 – 2022

PROJECTS

The Pathshala Project, Founder 10/2024 – present
Raised funds and resources for rural educational institutions, empowering underserved children through academic and social initiatives.

The Metaverse Cast, Host 01/2022
Hosted a podcast to explore the intersection of media, technology, and the metaverse. Interviewed professionals, including a Meta employee, to discuss their roles and insights on evolving digital ecosystems.

CERTIFICATES

Google Certified Digital Marketing Expert Credential ID AY2 VTR 6EX	Microsoft Office Specialist Certified in PowerPoint 2016 with a score of 967/1000, demonstrating proficiency in advanced features and functionality.	IELTS 8/9
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AWARDS

1st Runner Up - Marketing Mayhem 1.0, Indian Institute of Management, Bodh Gaya 2025
Secured 2nd place in a strategic marketing competition, showcasing storytelling, strategic thinking, and creative problem-solving through innovative challenges like an unconventional ad and a musical business pitch.

Most Dynamic Thinker, International Baccalaureate, Theory of Knowledge Conference

Special Mention, International Sulonia Model United Nations 2023
(Delegate of Egypt, AI Committee) for contributions to ethical and innovative AI applications.

Verbal Mention, International Sulonia Model United Nations 2021
Recognized in the AI Committee as the delegate of Saudi Arabia for contributing to discussions and resolutions on the ethical and global impact of artificial intelligence.