

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 – 05/2025
Coppell, United States

- Led referral program pilot, increasing monthly signups from 200–300 to over 1,500.
- Enhanced conversion funnel, boosting free-to-paid upgrades by 40%.
- Collaborated with devs to beta test apps and ensure a seamless, bug-free experience.

Content Marketing Executive, Coffee 10/2024 – 05/2025
India

- Increased app downloads from single digits to over 900 within the first week by optimizing content strategies and marketing campaigns.
- Generated over 1 million organic impressions by creating and promoting high-impact short-form content.
- Improved short-form content-to-app download conversion rate by 7% through data-driven content optimization and campaign refinement.

Outreach And Marketing Intern, Giakaa Capital 07/2024 – 01/2025
Delaware, United States

- Increased social media engagement by 20% through targeted content and direct founder-investor engagement.
- Identified emerging investment opportunities via in-depth market research and trend analysis.
- Led legal research for a \$10M tokenized real estate deal, compiling regulatory and compliance insights.
- Served as the main liaison for founders and investors, supporting communication and due diligence.

Founder, XCult 2021 – present
Mumbai, India

- Drove ₹10L+ in revenue over 2 years by executing targeted marketing strategies and optimizing funnel performance.
- Reduced cart abandonment and increased checkouts by 30% through website UX improvements.
- Scaled growth and visibility for clients like WearWorldPeace (NBA's Ron Artest), KK Ventures, and GreenBeanMeals.
- Led performance audits and campaign revisions to align business goals with measurable outcomes.

Founder, BazicNeeds 2020 – 2021
Mumbai, India

- Facilitated access to essential goods for over 1,000 suppliers and consumers daily during the COVID-19 lockdown by developing and managing a custom-built platform.
- Led a team of 10 outreach members to coordinate operations and implement effective communication strategies, improving outreach efficiency.
- Gained national media recognition, featured in Hindustan Times and Firstpost, highlighting impactful 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