

SAHIL KAMBLE

Product Marketing · Growth · Digital Marketing

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SUMMARY

BBA Marketing graduate and independent product builder combining digital marketing, product marketing, growth, and AI-assisted product development. Independently take products from user research and product strategy through development, deployment, and go-to-market experimentation. GiftPage, my latest product, has scaled to 375+ registered users and 290+ published gifts purely through organic growth loops, creator outreach, and conversion optimization. Seeking Product Marketing, Growth, or Founder's Associate roles at high-trajectory startups.

PROJECTS & PRODUCTS

GiftPage — Digital Gifting Web Platform giftpage.in

Built with: Next.js · TypeScript · Supabase · Tailwind · Prisma · Cashfree UPI — using AI-assisted development

- Built and launched a multi-template digital gifting platform featuring interactive experiences (Netflix-style memory player, 8-bit games, Spotify-Wrapped timelines) monetized at ₹99–₹249 price points.
- Scaled to 375+ registered users and 290+ published gifts with ₹0 paid ad spend through organic short-form content hooks, creator outreach, template positioning, and frictionless UPI checkout flows.
- Engineered an organic recipient-to-sender viral loop where received gift pages directly convert recipients into new gift creators, driving sustained organic acquisition.

Awaken — Gamified Habit & Productivity App Prototype

Built with: Flutter · Dart · Supabase (PostgreSQL, Realtime, RLS) — using AI-assisted development

- Authored a full PRD and curated a 1,000+ quest library to gamify real-life habit building with RPG mechanics — XP, leveling, streaks, badges, and time-aware scheduling.
- Built accountability features including a "Quest Buddy" co-op system, real-time leaderboards, guided meditation sessions, and streak freeze protections. Developed as an end-to-end product prototype.

NirogOS — Clinic Management SaaS nirogos.in

Built with: React · Supabase · Vercel — using AI-assisted development

- Reached out to ~50 local practitioners to understand clinic workflow problems, then independently designed, built, and deployed a responsive clinic-management platform with real-time patient queuing, EMR, and scheduling. Found that practitioners relied on established software, providing an early lesson in switching costs and validating demand before building GiftPage.

WORK EXPERIENCE

Motion Graphic Intern — BrandMatterz, Pune

Dec 2024 – Mar 2025

- Designed and produced motion graphic video creatives and visual assets for client branding campaigns on Instagram.
- Maintained content calendar schedules, incorporated client revision feedback, and monitored post engagement to optimize creative performance.

SKILLS

Product & Growth: PLG · GTM Strategy · CRO · Viral Loop Design · Product Ideation · User Journey Mapping · Market Research · UGC Strategy · Short-Form Content · Figma

Product Building: Next.js · React · TypeScript · Flutter · Dart · Supabase · PostgreSQL · Prisma · Vercel · Git/GitHub

Digital Marketing & Creative: Digital Marketing · Meta Ads · Social Media Marketing · Video Editing · Canva · Content Creation · Excel (Pivot Tables, VLOOKUP) · Power BI

AI Tools: Cursor · Claude · Gemini · GitHub Copilot · ChatGPT · MidJourney

RESEARCH

Social Media Advertising & Student Buying Behaviour — Primary Research (n=100): Designed questionnaire, conducted field research among college students, analyzed platform-level advertising effectiveness, and translated findings into marketing recommendations.

EDUCATION

B.B.A. (Marketing) — Modern College (Autonomous), Shivajinagar, Pune

Graduated May 2026

Savitribai Phule Pune University · CGPA: 7.14 / 10.0 — First Class with Distinction · Grade 'O' (Outstanding) in On-Job Training (91%) & Field Project (90%)

CERTIFICATIONS & LANGUAGES

Tech-Enabled Finance — TNS India Foundation | **Languages:** English (Fluent) · Hindi (Fluent) · Marathi (Native)