

Nikhil Lohia

Product Assistant

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PROFILE

While most students worked on classroom projects, I built a \$5K+ freelance business, worked with clients across 5+ countries, wrote 500+ scripts generating 50M+ views, and learned what it takes to understand customers, ship high-impact work, and create solutions people genuinely value. Comfortable wearing multiple hats from talking to customers and validating ideas to shipping solutions and improving them through feedback.

EMPLOYMENT HISTORY

Growth & Product Strategy Associate (Contract)

DEC 2025 – Mar 2026

Brandon Deon Music inc.

- Analyzed 10,000+ YouTube Shorts and Instagram Reels hooks, researched audience behavior, and generated 500+ content concepts that helped identify high-retention opportunities for a \$1,200/year subscription-based guitar education platform.
- Worked directly with the founder to evaluate, prioritize, and develop ideas into production-ready scripts, contributing to content that reached 10M+ short-form views and supported subscriber and community growth.
- Built a structured research database of 5,000+ content references, patterns, and examples, enabling faster ideation, consistent execution, and data-driven content decisions.

Freelance Product Research & Content Consultant

DEC 2023 – Present

Self-employed

- Partnered with 20+ clients across 5+ countries, delivering 500+ projects spanning YouTube strategy, audience research, AI workflows, and content systems.
- Contributed to content generating 50M+ cumulative views, helping creators and businesses improve audience engagement, retention, and organic growth.
- Collaborated directly with founders and creators to validate ideas, research customer needs, and turn insights into execution-ready strategies, resulting in repeat engagements and long-term client relationships.

EDUCATION

B.Tech In — Engineering physics

2024 – 2028

Delhi Technological University (DTU)

Applying analytical thinking through engineering, AI, and materials science tools to understand and solve complex technical problems.

SKILLS

Organisation

Written communication

Task tracking

Document preparation

Teamwork

Attention to detail

Notion

Record keeping

MIRO

JIRA

Figma (baisc)

TRAINING

STEM Mentor & Core Team Member (Volunteer)

2019 - 2023

- Mentored 200+ school students in robotics, Arduino, electronics, and STEM through hands-on workshops, helping several students achieve zonal and state-level competition wins.
- Led a 6-member volunteer team to plan and deliver robotics sessions, improving coordination, lesson delivery, and student engagement.
- Served as a Core Team Member, helping manage programs for 500+ students by coordinating volunteers, supporting day-to-day operations, and ensuring smooth execution of community learning initiatives.

ADDITIONAL INFORMATION

- Awards:** Two-time Delhi State Science Exhibition Runner-Up and State-Level Innovation Finalist for engineering projects focused on road safety and smart irrigation solutions.
- Additional Experience:** Executed outreach campaigns totaling 30,000+ cold emails, developing strong skills in customer research, market validation, personalized communication, and growth experimentation.