

Siddhant (Sidd) Chauhan

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Creative Strategist · Performance Creative · Content Strategy

PROFESSIONAL SUMMARY

Builds the thing and explains it. A public LLM reliability harness with full writeup and interactive demo, a 1,200+ skill Claude Code vault, and an internal AI newsletter that translated technical shifts for 200+ consultants weekly. Motion Creative Strategy Bootcamp graduate — applies diagnosis-before-hypothesis and metric-driven creative iteration to independent spec work and public ad-account research, building toward first paid creative strategy role.

INDEPENDENT CREATIVE STRATEGY PRACTICE

Value Validation Project, hims & hers — built a full creative-strategy brief (diagnosis, sample brief, hooks, image prompts, validation plan) from public filings and their ad library for their live GLP-1 messaging pivot, sent directly to their growth team. siddchauhan-creative-strategy-portfolio.vercel.app/vvp-hims-hers.html

Four independent spec cases — CeraVe, HelloFresh, Oura, and Caraway: ad-library research, audience-tension framing, concept development, and test design against real public ad accounts. Evidence boundaries labeled throughout; no brand performance data implied. siddchauhan-creative-strategy-portfolio.vercel.app

Field Manual — a self-built, nine-section operating reference (metric diagnostics, brief template, reporting cadence) compressed from an 8-week, 9-instructor creative-strategy curriculum.

BUILT AND PUBLISHED

Complaint Triage Reliability Harness — public repo, written explainer, interactive demo. Built an LLM reliability harness over 13,991 public CFPB complaints, then published the full method and results, including a failure where the tool's own aggregate metric missed a class collapsing from 58% to 0%.

Claude Code Skills Vault — built and maintain a library of 1,200+ Claude Code skills plus 30+ AI-native prototypes across Anthropic and OpenAI APIs.

Content cadence — shipped 78 consecutive days of public video alongside a weekly newsletter, while running client work and a job search.

PROFESSIONAL EXPERIENCE

Brand Strategy Consultant, AllBasicsCo (Extern) — TikTok

2026

- Analyzed 50K+ content performance data points using Creative Center analytics to reverse-engineer what actually performed, then built strategy against that measured bar rather than assumptions.
- Reduced content production time 40% by designing 15+ reusable templates and caption frameworks, and presented positioning and rollout strategy to 5+ executive stakeholders.

Product Analyst / Sr. Product Analyst, Data & AI — Accenture LLP

2021 – 2024

- Built and led the Gen AI community from scratch and served as Newsletter and Communications Lead for the internal AI practice, translating complex technical shifts into briefings 200+ consultants could act on weekly.
- Drove platform adoption across 10+ cross-functional client teams by building enablement materials and documentation that let client teams own and operate the platform after handoff.
- Presented technical solutions to C-suite stakeholders across 5+ client engagements, translating system behavior into decisions non-technical executives could act on.
- Delivered \$200M+ enterprise CDP implementations for Fortune 500 clients across AWS and Azure.

Forward Deployed Engineer — Wedify, Inc. (AI-Native Startup)

2026 – Present

- Ran technical discovery inside live customer businesses and translated findings into requirements for engineering, acting as the interpreter between non-technical operators and the build team.
- Built internal tooling and documentation that turned bespoke manual onboarding into a repeatable process.

PMM & Growth Strategy Intern — Prescene.ai

2025

- Built the founding team's first 8-email onboarding sequence across 3 user segments and authored competitive positioning across 3 AI analytics tools.

AI Automation and Market Intelligence Consultant (Extern) — Wayfair

2025

- Delivered 15+ weekly executive briefings translating technical pipeline output into strategic recommendations, acting as the translator between the systems built and the stakeholders operating on them.
- Built 5 production AI automation pipelines in Python using Apify and GPT-4, cutting research cycle time 70% across 200+ product categories.

Product Manager (Extern) — News Corp, NY Post App

2026

- Authored a 10+ page PRD with 8 user stories and acceptance criteria, delivered with wireframes and user flows in Figma, presented to 4 senior leaders.

Data Scientist — Favor Inc.

2021

- Built predictive models for delivery route optimization in Python (scikit-learn, XGBoost), reaching 92% accuracy on demand forecasting against a 1M+ order dataset and reducing average delivery time 15%.

Entropy Studios — Photography & Video Studio

2024 – Present

- Run a photography and video studio with paid commercial clients, including a contract for DDN Legends x JioSaavn across Chicago and Dallas.

SKILLS

Creative Strategy: hooks, formats, and awareness-stage mapping · creative diagnosis (why a piece worked, not just that it did) · metric-driven iteration (thumbstop, hold rate, CTR combinations) · brief writing · diagnosis-before-hypothesis testing discipline · short-form video · 50K+ record performance analysis

Content Strategy: editorial systems and reusable template design · content taxonomy and audit · newsletter writing and audience building · repurposing systems · content-to-outcome measurement

Developer & Technical Content: technical writing and developer-facing documentation · code samples and working demos · public repo maintenance · technical explainers for mixed-expertise audiences

Technical: Python · SQL · LLM APIs (Anthropic, OpenAI) · agent evaluation and harness design · Git · MCP tool integration

Production: photography and video · Figma · Notion · Power BI, Tableau

EDUCATION

- **The University of Texas at Austin** — MSc, Business Analytics (McCombs) | Austin, TX
- **The University of Texas at Austin** — Executive Program, Product Management (McCombs) | Austin, TX
- **Texas A&M University** — BS, Public Health | College Station, TX

CERTIFICATIONS

Motion Creative Strategist (Motion) · Adobe Marketing & Content Creation Specialist (Adobe) · AI Product Manager (Duke University) · Google AI Essentials