

JINESH DHRUV

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WORK EXPERIENCE:

- Data Analyst Intern | Cause + Effect Strategy & Marketing (CESM) | Rochester, New York** **May 17-Aug 17**
- Developed machine learning model to predict propensity to vote in election, which maximized relevant Ads retargeting by 25%
 - Created interactive dashboards on Sisense by preparing quantitative and qualitative data to assist end users' decision-making
- Data Strategy Intern | Viacom | New York City, New York** **Sep 16-Dec 16**
- Built the Data Warehouse infrastructure, and executed OLAP queries to analyze the performance of post campaign data
 - Displayed KPIs for benchmarking successful posts using predictive modeling techniques, which increased successful posts by 35%
 - Accomplished data-driven audience insights, campaign optimization and effectiveness measurement across integrated marketing
- Software Developer Intern | Adventive | Rochester, New York** **May 16-Aug 16**
- Led restructuring of the Ad-Builder tool to build platform independent seamless web application for clients
 - Boosted Angular JS modules to tackle memory leaks & scalability issues that increased Ad-Builder tool responsiveness by 20%
 - Implemented & deployed failure handler, which reduced failure rate by 40%
- Software Developer | Imagna Analytics | Mumbai, India** **Jun 14-Jun 15**
- Food Panda:**
- Built information retrieval and recommendation system for global master dish database across 42 countries with User Interface
 - Implemented data mining techniques to classify the unstructured data & formulate association rules, which earned more \$30k
- AdPersonix Digital Marketing:**
- Integrated Android SDK with additional functionalities to collect & track user's In-app activity for profile building
 - Constructed backend infrastructure with a team of 3 for Real-Time Bidding using ad exchanges & supply-side platforms

TECHNICAL SKILLS:

Programming Languages: Java, Python, R, SQL, C++, C# **Web Technology:** Angular JS, JavaScript, NodeJS, PHP, XML, SOAP, REST
Tools / Technology: IntelliJ IDEA, PyCharm, Eclipse, Weka, Sisense, Tableau, AWS ec2, Git, Bitbucket, Neo4j, MongoDB, SQL Workbench

EDUCATION:

- M.S. Computer Science | Rochester Institute of Technology | Rochester, New York, USA** **Expected: Dec 2017**
- Coursework:** Foundation of Algorithms, Distributed Systems, Machine Learning, Web Services, Big Data Analytics **GPA: 3.5**
- B.E. Computer Engineering | University of Mumbai | Mumbai, India** **Aug 11-May 14**
- Coursework:** Data Structures, Software Architecture, System Programming & Compiler Construction, System Security **GPA: 3.6**

PROJECTS:

- Amazon Book Reviews (Java, Android Studio)** **Jun 17-Aug 17**
- Carried out text mining using bag of words, n-grams, stemming, positional index and tokenization
 - Implemented Naïve Bayes to identify text sentiment & Ranking algorithm to display top 10 book review in android application
- Wine Quality Prediction (R Programming, Python, Sisense)** **May 17-Jul 17**
- Formulated supervised machine learning algorithm for feature extraction, outlier detection & normalization
 - Implemented models like Multinomial Logistic Regression & Random Forest for predicting Wine quality with an accuracy of 83%
- User's Social Profile-based Web Service Discovery (Java, Neo4j)** **Feb 17-Apr 17**
- Created a distributed system for web service discovery based on the user's social networks
 - Achieved satisfactory web service discovery results by considering the user's social profile and its past invocation history
- API Search Engine (MongoDB, Node JS, Jade, RapidMiner, JavaScript)** **Mar 17-Apr 17**
- Developed a web-based query system to parse, store, manage & analyze all the API's & Mashups listed in Programmable Web
 - Improved the accuracy of keyword based API / Mashup discovery by 15% using machine learning algorithms
- Bus Reservation System (Java, SOAP Message Handler)** **Jan 17-Mar 17**
- Designed & hosted a Bus Reservation System web service using NetBeans IDE and Glassfish server with a backend SQL database
 - Incorporated coordination protocol using SOAP message handler to confront invalid sequences of user invocations
- Text Translation & Recognition from Image (JavaScript, JQuery, HTML5)** **Jan 17-Feb 17**
- Built an application that can take an image, recognize & translate text in the image & query the browser for text search results
 - Used Microsoft Optical Character Recognition & Translate API for text extraction & translation from the image
- Intelligent Parallel File Processing System (Java, Shell Script)** **Mar 16-May 16**
- Developed personalized MapReduce for real-time file processing based on its size
 - Tracked processors & allocated work based on its past performance results thereby increasing file processing speed by 45%
- Chord Lookup Service (Java)** **Mar 16-Apr 16**
- Designed multi-threaded environment across multiple client and server for file transfer using TCP/IP protocol
 - Implemented chord structure that features file insertion, deletion, retrieval, and routing across the distributed network

LEADERSHIP & HONORS:

- Completed **Advanced Certification in Big Data Analytics** from Rochester Institute of Technology
- Awarded 30% Graduate Scholarship in Computer Science at Rochester Institute of Technology (AY 2016-17)