

Samruddhi Pande

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LinkedIn — GitHub

Career Objective

AI Engineering student and Business Development Enthusiast passionate about bridging technology and strategy. Skilled in social media management, event marketing, and content creation to enhance brand visibility and engagement.

Education

B.Tech in Artificial Intelligence and Data Science 2022 – 2026
Shah and Anchor Kutchhi Engineering College, Mumbai
CGPA: 7.0

Professional Experience

Social Media Manager – BuildVerse Studio Remote — 2025 – Present

- Managing end-to-end social media presence across **Instagram, LinkedIn, and Twitter** for an AI startup.
- Designed and executed digital campaigns for the Product Hunt launch and ongoing brand awareness.
- Created engaging content calendars, captions, and analytics reports to boost reach and conversions.
- Collaborated directly with founders to align marketing goals with the company's growth strategy.

Leadership & Event Experience

Content Head – SAKEC Alumni Association Mumbai — 2025
Content Co-Head – SAKEC Alumni Association 2024

- Led and co-led the content and marketing teams for alumni engagement campaigns and major college events.
- Coordinated volunteers and managed outreach materials to enhance event participation and visibility.
- Oversaw content for social media promotions, event branding, and post-event communication.

Event Organizer – CrowdStage 3.0 and SAMPARK, SAKEC 2024

- Contributed to planning and execution of large-scale alumni networking events featuring business talks, performances, and cultural entertainment.
- Supported branding, promotions, and hospitality initiatives to improve attendee experience and walk-ins.

Technical & Marketing Skills

Marketing & Communication: Social Media Strategy, Content Creation, Event Promotion, Lead Outreach, Customer Engagement

Tools: Canva, Google Sheets, Excel, Instagram Insights, LinkedIn Analytics, Twitter Analytics

Technical: C, C++, Python, SQL, DBMS, HTML, CSS, JavaScript, Data Structures & Algorithms

Certifications

Intel – Generative AI
JIIT Noida – Generative AI
Infosys – Cloud Computing, DSA, MongoDB
Infosys – DSA Foundation
Infosys – Advanced Python Essentials

Additional Activities

Actress – Adakaar SAKEC (2023): Performed in stage productions, enhancing communication and presentation skills.