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YouTube: <https://www.youtube.com/@PenandStationery>

Education

VIT Bhopal University
Bachelor of Technology in Computer Science and Engineering
• CGPA: 8.28/10

08/2022 - 08/2026

City Montessori School
Class X and Class XII
• Class X: 86% | Class XII: 91%

05/2019 - 07/2022

Skills

Technical: HTML, CSS, JavaScript, Tailwind, React.js, Node.js, Express.js, MongoDB, MySQL

Tools: Git, GitHub, Vercel, MS Excel, Power BI, Google Trends

Soft skills: Strategic Planning, Brand Marketing, Effective Communication, Business Development, Client Management

Work Experience

Great Learning
International Sales Learning Consultant

10/2025 - Present

- Generated over \$40,000 USD revenue during probation, achieving 85% sales target by closing high ticket B2C enrollments for North America learners.
- Managed around 150 global leads per day, engaging prospects across multiple time zones using consultative, data driven selling.
- Supported the complete sales lifecycle with 95% critical task compliance rate, ensuring accurate CRM updates, follow-ups, and a seamless learner experience.

Extracurricular Activities

Entrepreneurship Cell VIT Bhopal

07/2023 - 10/2025

Technical Team Lead

- Coordinated cross functional technical and event teams to develop and maintain the official website using React.js, increasing user engagement by 40%.
- Analyzed data insights to optimize event outreach strategies, resulting in over 1,000 registrations and a 15% improvement in participant retention.
- Coordinated stakeholder communication, resource management, and scheduling to align 100% on time project delivery with event goals.

Google Developer Student Club

12/2022 - 07/2023

Event Management and Outreach Team Member

- Spearheaded the planning and execution of 4 large scale workshops, attracting over 350 participants in each session.
- Accelerated learning resources and environment setup processes, reducing event preparation time by 30%.
- Leveraged Social Media platforms to drive 25% higher registrations for developer focused events compared to previous sessions.

YouTube Channel - Pen and Stationery

03/2019 - 10/2025

Content Creator (16,000 Subscribers)

- Curate and publish in depth stationery product reviews and content, building a loyal audience of 16,000 subscribers with over 50,00,000 total views.
- Monetized the channel through Google AdSense as part of the YouTube Partner Program, generating a steady revenue with an average of 1,000 monthly watch hour.
- Partnered with 6 stationery brands both national and global, leading to a 40% growth in partnership opportunities and higher audience trust.

Projects

Anonymous Chat Website

01/2025 - 02/2025

- Developed an anonymous chat platform using MERN and Socket.io, achieving 99% real time message delivery accuracy across sessions.
- Designed a responsive interface that improved cross device accessibility, leading to a 20% faster load time on mobile.
- Validated platform performance with approximately 50 concurrent users, ensuring low latency for smooth, uninterrupted interactions.

Business Intelligence Dashboard

10/2024 - 11/2024

- Transformed and modeled sales data using SQL queries and Power BI, enabling real time analysis of over 1.6M sales records.
- Built an interactive dashboard with over 15 slicers and filters and geographical maps, improving data accessibility and analysis speed by 30%.
- Delivered insights on monthly and annual sales, budgets, and customer trends, enabling identification of top 10 product and customer driving revenue.

Supermarket Sales and Growth Analysis Dashboard

07/2024 - 08/2024

- Designed an interactive Power BI dashboard analyzing over 1.57M sales, 22K orders, and 180K profit, with KPIs and trend insights.
- Mapped sales data across 50 states using interactive geographical visualizations, pinpointing 10 key regions with highest growth potential.
- Implemented comparative sales analysis and short-term forecasting, identifying the top 5 sub categories contributing over 55% of revenue.

Certifications

LinkedIn Marketing Strategy Certification

06/2025 - 07/2025

- Learned to design and execute structured marketing campaigns, improving simulated campaign reach by 40% through effective content planning.
- Gained experience in audience segmentation, market research, and analytics, leading to a 30% boost in engagement to conversion ratio during case simulations.
- Developed proficiency in digital branding, performance tracking, and strategic decision-making, strengthening overall marketing expertise.