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

Education

VIT Bhopal University Bachelor of Technology in Computer Science and Engineering	09/2022 - 04/2026
• CGPA: 8.29/10	

City Montessori School Class X and Class XII	04/2019 - 07/2022
• Class X: 86% Class XII: 91%	

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 decision making, Client management

Experience

Entrepreneurship Cell VIT Bhopal Technical Team Lead	07/2023 - 08/2025
• 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 Event Management and Outreach Team Member	12/2022 - 07/2023
• 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.	

Internshala

Student Partner (ISP 31)	09/2022 - 11/2022
• Onboarded more than 400 students to Internshala website, generating over 750 internship applications within 3 months. • Executed campus marketing campaigns that boosted platform awareness by 32% and directly sold over 7 professional courses to students. • Leveraged communication and networking skills to achieve a 35% conversion rate from outreach to registration.	

Extracurricular Activity

YouTube Channel - Pen and Stationery Content Creator (16,000 Subscribers)	03/2019 - 08/2025
• 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.	