

**LinkedIn:** <https://www.linkedin.com/in/himanshu-dey-02961b213/>  
**GitHub:** <https://github.com/Codemaster019>  
**YouTube:** <https://www.youtube.com/@PenandStationery>

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| <b>VIT Bhopal University</b><br><b>Bachelor of Technology in Computer Science and Engineering</b><br><ul style="list-style-type: none"> <li>CGPA: 8.29/10</li> </ul> | 09/2022 - 04/2026 |
| <b>City Montessori School</b><br><b>Class X and Class XII</b><br><ul style="list-style-type: none"> <li>Class X: 86%   Class XII: 91%</li> </ul>                     | 04/2019 - 07/2022 |

**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

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| <b>Entrepreneurship Cell VIT Bhopal</b>  |                          |
| <b>Technical Team Lead</b>   | <b>07/2023 - 08/2025</b> |
| <ul style="list-style-type: none"> <li>Coordinated cross functional technical and event teams to develop and maintain the official website using React.js, increasing user engagement by 40%.</li> <li>Analyzed data insights to optimize event outreach strategies, resulting in over 1,000 registrations and a 15% improvement in participant retention.</li> <li>Coordinated stakeholder communication, resource management, and scheduling to align 100% on time project delivery with event goals.</li> </ul> |                          |
| <b>Google Developer Student Club</b>   |                          |
| <b>Event Management and Outreach Team Member</b>   | <b>12/2022 - 07/2023</b> |
| <ul style="list-style-type: none"> <li>Spearheaded the planning and execution of 4 large scale workshops, attracting over 350 participants in each session.</li> <li>Accelerated learning resources and environment setup processes, reducing event preparation time by 30%.</li> <li>Leveraged Social Media platforms to drive 25% higher registrations for developer focused events compared to previous sessions.</li> </ul>  |                          |

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| <b>Student Partner (ISP 31)</b>   | <b>09/2022 - 11/2022</b> |
| <ul style="list-style-type: none"> <li>Onboarded more than 400 students to Internshala website, generating over 750 internship applications within 3 months.</li> <li>Executed campus marketing campaigns that boosted platform awareness by 32% and directly sold over 7 professional courses to students.</li> <li>Leveraged communication and networking skills to achieve a 35% conversion rate from outreach to registration.</li> </ul> |                          |

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| <b>YouTube Channel - Pen and Stationery Content Creator (16,000 Subscribers)</b>  | <b>03/2019 - 08/2025</b> |
| <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>Partnered with 6 stationery brands both national and global, leading to a 40% growth in partnership opportunities and higher audience trust.</li> </ul> |                          |

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| <div><div>Anonymous Chat Website</div><div><ul style="list-style-type: none"><li>Developed an anonymous chat platform using MERN and Socket.io, achieving 99% real time message delivery accuracy across sessions.</li><li>Designed a responsive interface that improved cross device accessibility, leading to a 20% faster load time on mobile.</li><li>Validated platform performance with approximately 50 concurrent users, ensuring low latency for smooth, uninterrupted interactions.</li></ul></div></div>   | 01/2025 - 02/2025 |
| <div><div>Business Intelligence Dashboard</div><div><ul style="list-style-type: none"><li>Transformed and modeled sales data using SQL queries and Power BI, enabling real time analysis of over 1.6M sales records.</li><li>Built an interactive dashboard with over 15 slicers and filters and geographical maps, improving data accessibility and analysis speed by 30%.</li><li>Delivered insights on monthly and annual sales, budgets, and customer trends, enabling identification of top 10 product and customer driving revenue.</li></ul></div></div>         | 10/2024 - 11/2024 |
| <div><div>Supermarket Sales and Growth Analysis Dashboard</div><div><ul style="list-style-type: none"><li>Designed an interactive Power BI dashboard analyzing over 1.57M sales, 22K orders, and 180K profit, with KPIs and trend insights.</li><li>Mapped sales data across 50 states using interactive geographical visualizations, pinpointing 10 key regions with highest growth potential.</li><li>Implemented comparative sales analysis and short-term forecasting, identifying the top 5 sub categories contributing over 55% of revenue.</li></ul></div></div> | 07/2024 - 08/2024 |

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| <b>LinkedIn Marketing Strategy Certification</b>   | <b>06/2025 - 07/2025</b> |
| <ul style="list-style-type: none"> <li>• Learned to design and execute structured marketing campaigns, improving simulated campaign reach by 40% through effective content planning.</li> <li>• Gained experience in audience segmentation, market research, and analytics, leading to a 30% boost in engagement to conversion ratio during case simulations.</li> <li>• Developed proficiency in digital branding, performance tracking, and strategic decision-making, strengthening overall marketing expertise.</li> </ul> |                          |