

D E V K U M A R S O P A R I W A L A

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SKILLS

Marketing Strategy: Email Flows, Keyword Planner, On-Page SEO, Content Strategy, Email Marketing, Website Handling.

Marketing Analysis: Google Search Console, Google Analytics, Google Merchant Center, Google Business Profile Analytics.

Data Analytics & Visualisation: Microsoft Excel, SQL, Data Transformation, Microsoft Power BI, Tableau.

Programming Languages: C, Python, Java, Linux.

INTERNSHIPS

Website Operations Intern

July 2025 – August 2025

White Peacock Store

- Managed Google Analytics to track website traffic, customer behavior, and campaign performance for insights.
- Oversaw Google Merchant Center and Business Profile to ensure accurate product listings and improved online visibility.
- Designed and maintained email marketing flows to engage customers and drive repeat purchases.
- Developed and executed content strategy while planning and coordinating multi-channel digital marketing initiatives to strengthen brand positioning, enhance online presence, and increase reach.

Marketing Intern

May 2025 – June 2025

Jupiter Investments

- Executed lead generation campaigns through door-to-door outreach, directly acquiring new clients and expanding the firm's customer base.
- Designed and implemented automated email workflows to improve marketing efficiency and client communication.
- Maintained and organized operational processes to ensure smooth office workflow and accurate client records.
- Drafted, scheduled, and executed targeted marketing email campaigns to drive client acquisition.

PERSONAL PROJECTS

Risk Management and Hedging Strategy Implementation (Python, Quantitative Finance)

June 2025

- Built Python-based hedging strategies using statistical models, variance-covariance analysis, and VaR to mitigate portfolio risks.
- Assessed performance, documenting assumptions and optimization paths to ensure effective risk reduction.
- Automated real-time portfolio monitoring and alerts by integrating Python with Telegram Bot.
- Performed scenario analysis and stress testing to validate robustness under varying market conditions.

AI-Powered Chatbot using AWS Lex, Bedrock, and RAG Architecture (AWS, JavaScript, HTML, CSS) April 2025

- Built a GenAI chatbot by integrating Amazon Lex with Bedrock foundation models and S3 documents using Retrieval-Augmented Generation (RAG).
- Developed a knowledge base pipeline with JavaScript, HTML, and CSS to enable intelligent, context-aware conversations on custom datasets.
- Implemented dynamic querying and response generation to handle domain-specific use cases such as travel policy assistance.
- Deployed and optimized the chatbot for scalable, low-latency performance across AWS cloud infrastructure.

CERTIFICATION

- AWS Cloud Practitioner (Learner Badge)
- Swayam Course - Systems and Usable Security
- Coursera Cybersecurity Professional Course (8 Certificates) (including Network Security, Incident Response, Vulnerability Assessment, etc.)
- Cisco Networking Essentials

EDUCATION

Christ (Deemed to be University)

Bangalore, Karnataka

[B.Tech in Information Technology with Honours in Cybersecurity] CGPA: 8.75/10

2021-2025

P.R.Khatiwala Vidhya Sankul

Surat, Gujarat

[Gujarat Board (Class XII)] Percentage: 65.00%

2020-2021

P.R.Khatiwala Vidhya Sankul

Surat, Gujarat

[Gujarat Board (Class X)] Percentage: 70.00

2018-2019