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PROFESSIONAL EXPERIENCE

*Awarded a **Letter of Recommendation** from the Chief Growth Officer for impactful results in growth initiatives*

Languify Pvt. Ltd. Product Growth Intern [Mar '24 - Jul '24]	Initiatives	• Facilitated the startup's enrolment in **Stanford Seed Spark**, enhancing growth opportunities • Developed product strategy, generating **50 leads** & refining positioning via **10 user interviews**
	Optimization	• Optimized acquisition campaigns via **15 A/B tests**, achieving a peak **CTR of 39%** & **CVR of 22%** • Launched a talent acquisition program, securing hires from **7 colleges** by optimizing KPIs & pipeline
	Content & Community	• Produced **10 B2B product videos** addressing user pain points to enhance product awareness • Strategized 1 lakh-user database, driving community engagement to support feature launches
Cruxe Technology Growth Strategy Intern [Jan '23 — Feb '23]		*Launched automated content research, recommendation, and summarization system for content creators* • Devised and executed effective **go-to-market** strategies, driving initial traction and securing first **4K+** users • Collaborated with over **60** creators to execute an **influencer marketing** campaign and gather user feedback

POSITIONS OF RESPONSIBILITY

*Bestowed **Organization Special Mention** by **Dean (SA)** for advancing technical initiatives and visibility in ITC*

Media & Operations Manager Institute Technical Council [Apr '23 — Mar '24]	Leadership	• Managed a budget of **INR 2M+** to organize and publicise **30+** technical events and exhibitions • Spearheaded **Tech RnD Expo**, exhibiting **70+** projects to **150+** professionals and **12K+** attendees • Led **Inter-IIT Tech Meet** promotion, boosting contingent participation and securing **3rd place**
	Impact	• Increased average views to **25K** by pioneering **AI visuals** and advanced media equipment • Achieved a **412% increase** in Instagram reach and a **52%** growth in social media following
Design Coordinator Student Alumni Relation Cell [Jul '22 — Mar '23]		*Collaborated with a team of 5 to craft **100+** graphics and videos, strengthening alumni-student connections* • Conceptualized theme-based publicity of annual Phonathon event, generating **3x** increase in volunteerism • Designed **UI/UX** for the centralized website, optimizing 10+ pages to enhance the experience for **75K+** users • Moderated key interviews with distinguished alumni, engaging **400+** students during 2-day flagship event

KEY PROJECTS

Cloud Computing Optimization [Jan '24 — Feb '24]	*Resource allocation* using mathematical modeling	*Course Project*	*Department of Mechanical Engineering* • Developed **cost optimization** model for **AWS EC2** instances using Linear Programming & Sensitivity Analysis • Applied **DOcplex** for optimization & **Matplotlib** for visualizations, achieving up to **60%** reduction in expenses
Automated Call Audit [Sep '23 — Nov '23]	*Sentimental analysis* application in contact center	*Course Project*	*Desai Sethi School of Entrepreneurship* • Conducted customer discovery with 4 companies and created **wireframe** for an audio analysis tool on **Figma** • Built multilingual **prototype** for analysis with NLP & ASR, using **BERT** models, google **STT** & Python libraries
Project Assistant Website [May '23 — Jun '23]	*Application of **generative AI** in personalized learning*	*Entrepreneurship Project* • Conceptualised **5** key web pages and **user flows**, and curated **60+** industry-relevant projects from 6 genres • Created **MVP** with Django, JavaScript, HTML & CSS, integrating GPT models to automate content generation
ShareChat Product Analysis [Jul '24]	*Analysed AARRR Metrics & GTM strategy across **3 Indian tiers***	*Self Project* • Charted **user behavior** by reviewing **5 papers**, and performing 10 days of **hands-on testing** in 3 languages • Simplified **onboarding** process, optimized **pricing** model, and developed **growth** strategy based on insights
Semi-Autonomous Delivery System [Mar '22 — Jun '22]	*Custom-controlled **drone system** with navigation*	*Summer Project*	*Institute Technical Council, IIT Bombay* • Simulated operations using Robot Operating System **(ROS)** and **Jazibo** for waypoint navigation and control • Engineered delivery drone with **1kg+ payload** and object-dropping capability with **Raspberry Pi** controller

EXTRACURRICULAR ACTIVITIES

Product Competitions	• Secured **2nd position** in **Pan-IIT** Product Pitch Competition, outperforming 48 other teams to win **₹40K** Prize • Bagged **2nd place** in product development PS at the **Inter-IIT Tech** Meet as part of IIT Bombay's contingent • Placed **4th** out of 50+ teams in the **Product Management GC** by proposing a resource management solution
Filmmaking	• **2nd** in Short Film GC, **Best Visuals** as DOP & Editor • **1st** Rank in Freshiezza Spoof Video Competition • **1st** Rank in NCC short Filmmaking Competition • Produced **product demo videos** for **5** companies • Directed the E-Summit'23 **TV ad**, airing 16 times on the **national** news channel **NDTV** reaching **5M+** viewers
Content Creation	• Researched and created **130+** content on 20 entrepreneurs, profiled **30+** companies and **business cases** • Garnered **12.4L+ views** and **2.9K** subscribers on **YouTube**, with a community of 1.1K followers on Instagram
Scholastic	• Achieved percentile of **99.50** (1M students) in JEE Mains 21' & **98.40** (0.14M students) in JEE Advanced 21' • Secured **District Rank 1** in JNVST, earning a full merit-based **scholarship** covering all expenses for 2 years
Technical Skills	• Python, JavaScript, SQL, Django, Pandas, NumPy, Pytorch, Google Analytics, Hotjar, Adobe Creative Suite
NCC	• Completed one-year military training at **National Cadet Corps**, 2 Maharashtra Engineers Regiment, IITB