GUNA VARDHAN KUMAR

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EDUCATION

BTech	Bhopal, Madhya Pradesh	Sept 2022 - 2026
VIT Bhopal University	Expected May 2026	
	Major in Computer Science and Engineering	
	Cumulative GPA: 8.54 /10.00	
12th Standard		June 2020 – May 2022
Aims junior College	Tirupathi, Andhra Pradesh	
	Maths, Physics, Chemistry	
	SSC Cumulative Percentage: 91%	

KEY PROJECTS

RescueCall Safety Application - Machine learning project   Dec 2024 - March 2025

- "Identified safety concerns for urban commuters (target persona: tech-savvy professionals aged 25-45) and developed a mobile app that automates distress alerts, reducing response times by up to 50% through GPS and ML integration—demonstrating user-centric product design."
- "Conducted scenario analysis to ensure scalability for high-traffic use cases, similar to appointment scheduling demands in busy services like salons."
- "Focused on seamless user experience with intuitive interfaces, gathering simulated feedback to refine features and position the app for public adoption."
- Keep tech stack but shorten: "Tech: Python, ML, Android Studio, MySQL/MongoDB."

AI-Driven Flight Operations Optimizer - Intelligent Scheduling and Delay Impact Modeling for Airport.   May – July 2025

- "Targeted airport operators and travellers facing delays; built predictive models to optimize schedules, minimizing congestion and improving efficiency by analyzing real-time data—aligning with operational tools like Appointy's booking system."
- "Developed NLP interfaces for user queries, enabling data-driven decisions and targeted marketing interventions to reduce cascading issues."
- "Emphasized measurable impacts like fuel savings, positioning the solution for B2B adoption in high-traffic industries."
- Tech stack: Shorten and relate to analytics for marketing insights.

Administrative Chatbot - Natural Language processing and LLM project   April 2024 – May 2024

- "Addressed administrative inefficiencies in educational settings (persona: busy students and staff); created an LLM-powered chatbot for query handling, automating responses and enhancing user engagement."
- "Integrated dashboards for performance tracking, providing insights akin to customer analytics in SaaS products."
- "Streamlined operations to boost communication efficiency, with potential for marketing applications like personalized client outreach."
- This project is highly relevant—tie it to Appointy's customer service features.

SKILLS

- Marketing & Analytical Skills: Market Research, Customer Engagement, Data Analysis & Visualization, Content Creation, Go-to-Market Planning.
- Technical Skills: Python, Machine Learning, Databases (MySQL/MongoDB), System Design.
- Soft Skills: Proactive Leadership, Problem-Solving, Fluent in English/Hindi, Teamwork.

EXTRACURRICULAR ACTIVITIES

- Active Committee Member of Sports Club, organizing events and fostering teamwork since October 2022
- Regular participant in hackathons and coding contests, demonstrating problem-solving skills and competitive spirit.
- Languages Known – English , Hindi, Telugu
- Published a Research Article on Drones usage in Mining Industry for improve the productivity, secure work environment.

CERTIFICATION

- "Oracle Data Science Professional: Applied data modeling and visualization to derive market insights and user behavior patterns."
- Add any free/online marketing certs if you've done them (e.g., Google Digital Marketing, HubSpot Content Marketing). If not, suggest pursuing one before applying.
- If space allows: "Machine Learning Training (Finlatics): Gained skills in deploying ML projects for user-centric applications, informing product positioning."