

Srihari S

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[Github](#) | [LinkedIn](#)

WORK EXPERIENCE

DotWhat, Chennai, India

June 2022 - April 2023

Founder

- Founded DotWhat, an agency for tech services and digital marketing that achieved 120% revenue growth within 6 months. Implemented innovative technology-driven strategies to drive brand growth and increase online sales for clients, resulting in a 60% increase in overall sales.
- Pioneered a unique platform that facilitated collaboration within the tech community by offering freelancing opportunities to students. Successfully onboarded 50 talented freelancers, fostering a vibrant and collaborative ecosystem that delivered high-quality results for clients.
- Managed a diverse client portfolio, including an organic product brand, a multi-sports hub/restaurant, and a SaaS startup. Developed and executed tailored digital marketing campaigns across Facebook, Instagram, and Google Ads, generating an average 60% increase in brand visibility and a 40% boost in client sales performance.

Factually Health, Montreal, Canada

July 2022 - March 2023

Technology Consultant (Freelance)

- Developed a bot to scrape and collate medical data, improving dataset accuracy by 20%.
- Optimized machine learning model training, resulting in 25% performance improvement.
- Conducted comprehensive testing, resolving 50+ issues and boosting user satisfaction and product quality by 40%.

FreshDigital, Chennai, India

Aug 2021 – Feb 2022

Full Stack Developer Intern

- Developed a dynamic, responsive web app using React Js, implementing features such as authentication, authorization, text-to-speech with word highlighting, bookmarks, comment threads, and a comprehensive dashboard.
- Developed a cross-platform mobile application using Flutter, integrating features such as backend service logic, authentication, push notifications, and online-offline data synchronization.
- Utilized technologies like React Js, Flutter, Express Js, MongoDB, and Firebase to deliver robust applications, meeting project requirements effectively.

EDUCATION

SRM Institute of Science and Technology, Chennai, India

Sep 2020 - Present

Bachelor of Technology in Computer Science and Engineering,

GPA: 9.42/10.0

Specialization in *Big Data Analytics*.

Related courses: Data Structures, Algorithms, Databases, Machine Learning, Data Mining, Big Data Technologies, Data Visualization, and Artificial Intelligence.

TECHNICAL SKILLS

Full Stack Development: Proficient with React, Vue, Svelte, Node.js, MongoDB, PostgreSQL, Firebase, and Flutter.

Design: Familiar with UI/UX design principles, capable of crafting intuitive and visually appealing user interfaces.

CSS Frameworks: Experienced with Tailwind, Bootstrap, and Material-UI.

Version Control: Skilled in using Git and GitHub.

Team and Project Management: coordinating teams, overseeing projects, and implementing strategic growth strategies.

Client Management: Experienced in managing diverse client portfolios and executing successful digital marketing campaigns.

PROJECTS

Sound In Vision, Mobile App:

July 2022 - Aug 2022

- Developed a mobile app aimed at facilitating improved communication with individuals who have hearing impairments. Trained a model to develop pictorial conversation using images with 75% accuracy.
- Tech-Stack used: Flutter, Firebase ML Kit, Tensorflow Lite, Node.js

INTERESTS/ACTIVITIES

- An active Technical Lead of Google Developer Student Clubs.
- Led a team overseeing 10 GDSC communities across India, organizing monthly events on Flutter and Firebase, including tech talks, workshops, and networking sessions, and successfully taught 2000 students nationwide.