

# MEGHA PATHAK



## PROFESSIONAL PROFILE

To succeed in a stimulating environment with an enthusiastic and opportunistic approach. With same ardor & diligence, I am to give substantial results for an organization's growth.

## CAREER HIGHLIGHTS

- Winner in Internal Hackathon - SIH 2020
- Youngest Co-Host of Independent LinkedIn Local Jaipur chapter.
- Handled the whole Product Marketing segment of Mumbai's top startup along with maintaining 378% organic growth.
- Conducted several workshops in colleges, to train student around LinkedIn and Personal Branding.

## SKILLS

- Web Development
- Data Analytics and Visualization
- C/ C++
- MySQL
- Python
- Marketing
- Audience Segmentation
- Brand Elevation
- Leadership
- Good organization and planning skills.
- Persuasion
- Market Research

## CONTACT

M - +91 8239198095

Email: meghapathak2013@gmail.com

LinkedIn: www.linkedin.com/in/megha--pathak/

GitHub: github.com/Megha-Pathak

Twitter: @Megha\_Pathak\_

## EDUCATION BACKGROUND

**Swami Keshvanand Inst. Of Tech. Mgt. & Gramothan, Jaipur**

B.TECH COMPUTER SCIENCE ENGINEERING (2017-2021)

Aggregate Percentage - 78.6%

**S.B.N. Public School, Jaipur**

12TH CBSE (2016-2017)

Aggregate Percentage - 90%

**Gayatri Public School, Agra**

10TH CBSE (2014-2015)

Aggregate Percentage - 95%

## CAREER PROGRESSION

### foreignadmits (Intern)

(JULY 2019 - FEB 2020)

- Handled the whole marketing segment. From strategy to implementation.
- Ranging several tasks from handling social media, marketing funnels, content strategy, Email marketing, partnerships, SEO for the blogs, etc.
- Increased the traffic and engagement by 468% organically in 3 months.

### Big Data Analytics (Intern)

CELEBAL TECHNOLOGIES (MAY 2019 - JUNE 2019)

- Contributing to different projects using Apache Spark.
- Working with Databricks and Microsoft Azure.

### Marketing Analytics (Intern)

QRIUS (FORMERLY THE INDIAN ECONOMIST) (DEC 2018 - APR 2019)

- Analyze marketing trends and draw insights from them to prepare a marketing thesis on the topic Digital Marketing.

### Data Analytics (Intern)

MINUSHIA (DEC 2018 - MAR 2019)

- Collect and accumulate the required data
- Prepare and clean the data
- Analyze data and draw insights for Product team.

## PROJECTS

### Knowledge Extended - Twitter Bot (Present)

Know More Bot is a Chrome extension (as of now) that has been developed for Twitter and integrated into the Twitter UI, the cause of a large number of celebrities and influential people from different profession use it as a tool to convey their thoughts and opinions.

### Not - Hacked (Feb 2019 - March 2019)

A card game based on Privacy and Security to educate people about Cyber Security. Developed using HTML, CSS, JS.

## EXTRA CURRICULAR

**Co-Host LinkedIn Local Jaipur**

**Winner in Internal Hackathon - SIH 2020**