

# MANAS MRIDUL

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📍 Pune, India

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## PROFILE

Motivated Electrical & Computer Engineering student with strong technical skills in radar-based sensing, AI/ML, embedded systems, and PHP-MySQL web development. Experienced in hands-on hardware-software projects and console-based applications. Equally skilled in non-technical domains including marketing, sponsorship, and event operations. Known for adaptability, problem-solving, and leadership, with a passion for building impactful engineering solutions and managing high-visibility activities.

## WORK EXPERIENCE

### ■ MARCH 2024 - SEPTEMBER 2024

The BUZZCAST - MITWPU Pune, India

#### Head of Marketing

- Worked alongside cross-functional teams to synchronize marketing efforts with overall business goals.
- Executed market research to analyze competitive landscape and identify emerging consumer trends.
- Formulated strategies to boost awareness and increase engagement through social media.
- Oversaw partnerships with external vendors such as design firms and advertising agencies.

### ■ AUGUST 2022 - JULY 2023

Innovation Hub - MITWPU Pune, India

#### Operations and Marketing Member

- Created innovative product concepts informed by customer feedback and market trends.
- Demonstrated technical expertise by addressing questions related to product features and availability.
- Identified customer preferences through comprehensive market research.

## EDUCATION

### 2023-2027

#### MIT WORLD PEACE UNIVERSITY

- B.Tech. in Electrical and Computer Engineering
- Continuing Education: AI/ML, Embedded Systems, Software Programming and Development, IoT and Data Analysis

## SKILLS

- Research and Data Analysis
- Problem Solving
- Project Management
- Software Development
- Database Management Systems
- Communication Skills
- Innovative Design Thinking
- Time Management

## ONLINE COURSES

- Strategic Technology
- Data Science
- Cloud Computing
- Full Stack Development

## LANGUAGES

- English
- Hindi (Native)
- French (Intermediate)