

Pradyum Soni | M  
B.Tech, Class of 2021, Chemical Engg.  
Indian Institute of Technology Bombay

Website: [pradyumsoni.com](http://pradyumsoni.com)  
Linkedin: [linkedin.com/in/pradyumsoni/](https://www.linkedin.com/in/pradyumsoni/)  
Email ID: [pradyum.soni.c2021@iitbombay.org](mailto:pradyum.soni.c2021@iitbombay.org)

## WORK EXPERIENCE

### Associate Product Manager | Gupshup

[Jul'21 - Present]

Marketing Dashboard	<b>Automate &amp; Personalize bulk campaign publishing on WhatsApp (P2P), SMS</b> <ul style="list-style-type: none"><li>- Feature Releases: Campaign Scheduler, Personalized Templates, Manual Upload</li><li>- UI Overhaul: WebApp (Landing Page, Tutorial Overlay), Android App</li></ul>
Chatbots & AI	<b>Leading AI Bots line</b> <ul style="list-style-type: none"><li>- Formalize <b>roadmaps</b> with Bot Features &amp; AI Features for each phase</li><li>- Create <b>Miro</b> Flows consisting of intents, entities &amp; chat flows</li><li>- Convert Conversation script to Gherkin Specs for WhatsApp bot development</li></ul>

## EXTRACURRICULARS

Awards	<ul style="list-style-type: none"><li>▪ Roll of Honor'21, Hostel Cultural Color'20 &amp; Hostel Special Mention'19 in Culturals</li><li>▪ Bagged 5th position in SPGC; Directed the 10+ team for 60+ hours</li><li>▪ Performed in PAF'19, '20; First in MDGC'19; Written &amp; Directed MDGC'20</li></ul>
Inter-IIT Captain	<ul style="list-style-type: none"><li>▪ Responsible to build 5 teams; Supervise requirements using budget of 0.1Mn</li><li>▪ First position in Improv; Overall First-Runner Up as part of 15+ core team</li></ul>
Hostel Alumni Secretary	<ul style="list-style-type: none"><li>▪ Air-Conditioned Study Room Project started for H9 students with appropriate budget</li><li>▪ Organizer for Silver Jubilee Reunion; Conducted H9 Alumni visit for Alumination</li></ul>

## INTERSHIPS & PROJECTS

### Machine Learning Intern | Nuclei Technologies | Awarded LOR

[28 Jul'20 – 28 Sep'20]

Mentoring	<ul style="list-style-type: none"><li>▪ Allotted 40 mentees for 2 projects, Improved Best Kaggle ranks of mentees to 1.5k</li></ul>
Content	<ul style="list-style-type: none"><li>▪ Delivered 20 topic's content for LIVE project; ML &amp; Statistics course development</li></ul>

### Self Projects | Kaggle Projects

[Jan'21 – Apr'21]

Insurance Cost	<ul style="list-style-type: none"><li>▪ Predicted Medical Insurance Cost (Lasso Reg) &amp; <a href="#">deployed model on Heroku</a></li></ul>
Call Drop Category	<ul style="list-style-type: none"><li>▪ No Github Solution; Predicted Call Drop Category: Multi-Label Classification</li></ul>

### State Estimation Project | Prof. Mani Bhushan | Python\_3 | [Github Link](#)

[Aug'20 - Dec'20]

Purpose	<ul style="list-style-type: none"><li>▪ Simulate Williams Otto Reactor (3 simul reactions) &amp; Estimate Unmeasured States</li></ul>
Methods	<ul style="list-style-type: none"><li>▪ Kalman filter; EKF; Euler Integration; Perturbation of Inputs &amp; Gaussian Noise</li></ul>
Evaluation	<ul style="list-style-type: none"><li>▪ Plots: States, Spectral Radii, Innovation, Estimation error; Values: RMSE; NEES</li></ul>