

Pratibha Sharma

Marketing & Communication Officer - The QA Company

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OBJECTIVE: As a creative and innovative professional, I am driven to achieve organizational goals while leveraging my skills and ideas with a passion for bringing success to the organization.

EXPERIENCE

- The QA Company** Saint-Étienne, France
Marketing & Communication (Full-time) Sept 2022 - Current
 - Strategic Marketing Development:** Leveraged market insights to drive growth initiatives
 - Digital Marketing Leadership** Created strategic social media content & graphic development
 - Brand Awareness & Growth:** Achieved a 211% increase in company page following
 - Campaign Management & Networking:** amplified CEO's connections by 181% & Co-founder's by 474%
 - Overseeing Company's Communication:** Directed company-wide communication via emails, conferences & more
 - Social Media Management:** Curated content & regular account updates across all social media platforms
 - Content Creation & Graphic Designing:** Authored and published 211 posts for social media till date
 - Website Maintenance & UX Coordination:** Managed website content & guided UX design efforts
 - Marketing Collateral Production:** PPTs, flyers, banners, signage, brochures, posters, business cards, videos
 - SEO & Analytics Utilization:** Conducted keyword research & analyzed data for informed strategies
 - Press Release:** Crafted press release to boost brand visibility & media coverage
- T2 Technology** Paris, France
Computer vision R&D Intern (Full-time) Feb 2022 - Aug 2022
 - Master's Thesis - Development of OCR application & Dicomweb service**
 - Developed & Optimized OCR Medical Imaging App (7-10x Faster & More Accurate)
 - Developed Dicomweb REST APIs for Medical Data Handling
- Thales DIS** Gémonos, France
R&D Laser marking & Image Processing Intern (Full-time) May 2021 - Sep 2021
 - Research project:** Worked on industrial Color Laser Marking techno for personalized ID documents
 - Software Optimization:** Optimized 3 softwares of color laser shield (CLS) machine needed at production
- Emuron Technologies** Noida, India
Software Developer (Full-time) Nov 2019 - May 2020
 - Mobile Application:** Created mobile app to boost Whirlpool plant performance
 - Web Application:** Made web app for Whirlpool and Varangaon ordnance factory HMI devices
- Yıldız Teknik Üniversitesi** Istanbul, Turkey
Research Project Intern (Full-time) Feb 2019 - Jun 2019
 - Bachelor's Thesis/Paper Presentation:** Predicting psoriasis disease mechanisms via case-control study

EDUCATION

- M.Sc - Specialization : Biometrics & Intelligent vision** France & Finland
University Jean Monnet & University of Eastern Finland & Université Paris-Est Créteil Aug 2020 - Sep 2022
Erasmus Mundus Joint Master Degree Photonics for Security Reliability and Safety (PSRS)
- Bachelor of Technology (B.tech)** India & Turkey
Hindustan Institute of Technology & Science, Chennai July 2015 - July 2019
Specialization: Computer Science & Engineering (Studied in Istanbul for one year as an exchange student)

SKILLS SUMMARY

- MS Suite** Excel, Word, PowerPoint
- MarComm** Digital Marketing, Content Creation, Graphic Designing, Social Media Campaign Setup, SEO
- Tools** CanvaPro, iMovie, Sender, Notion, Ahrefs, Google Analytics, LinkedIn Analytics, Webflow CMS, Figma.
- Soft Skills** Critical Thinking, Problem-solving, Adaptability, Teamwork, Leadership, Time & Project Management
- Others** Python, HTML/CSS, Scikit, OpenCV, Pandas, PyQt5, React Native, Bootstrap 4+

HONORS AND AWARDS

- Awarded Fully funded EMJMD Scholarship to pursue M.Sc in France & Finland - 2020-2022
- Selected to pursue Bachelor's Thesis at Yıldız Teknik Üniversitesi, Istanbul (fully funded by Erasmus+) - Feb 2019
- Selected as the IEEE student chair member (Computer Science Society)- from August 2016 to July 2019

VOLUNTEER EXPERIENCE

- Taught students with weaker financial backgrounds during summers - July - October 2019, UP, India
- Participated in several blood donation and Clean City Campaigns both during school & University

LANGUAGES

- Hindi (mother tongue), English (Proficient/fluent), French (basic/learning), Turkish (basic)