

SATHYA NARAYANAN.S

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SUMMARY

Dedicated Final Year Student with a Passion for Performance Marketing. Proficient in leveraging data-driven strategies to optimize digital campaigns, enhance user engagement, and drive conversions. Skilled in front-end and back-end technologies, with a strong commitment to crafting innovative, user-friendly web experiences that boost online performance. Eager to collaborate with cross-functional teams, apply analytical insights, and contribute to impactful projects in the digital marketing landscape.

SKILLS

Programming: JavaScript, Python, HTML, CSS

Front-end: Figma, React JS, Tailwind CSS, Vite, Vercel

Back-end: Oracle SQL, Mongo DB

Devops-Cloud: Firebase, Git, GitHub, Docker

Soft skills: Leadership, Project Management, Problem Solving, Critical Thinking

PROJECTS

Startup Portal for AYUSH

- Tech Stack: Figma, React JS, Firebase.
- The Startup AYUSH portal aims to serve as a comprehensive hub for AYUSH stakeholders, fostering collaboration among startups, investors, incubators, accelerators, government agencies, and the public.
- The platform facilitates dynamic interaction, global networking, and mentorship, and showcases opportunities to enhance the AYUSH startup community.

Auto Assist Hub

- Tech Stack: React JS, Tailwind CSS, Express JS, Node JS, Mongo DB Atlas
- Auto Assist Hub revolutionizes vehicle service management connecting owners with providers via a robust web platform for seamless service request and efficient business operations
- Increased job acquisition for business owners by 30 percentage
- Automated communication between mechanics and customers, reducing errors by 99 percentage

ACHIEVEMENTS

Runner, National level Technical Symposium SPYDER:

Led a team to victory in the SPYDER Ideathon by developing an innovative solution for beginner musician

Participation, SIH 2023:

Participate in Smart India Hackathon internal competition in our college

EDUCATION

BSc Computer Science with Cognitive Systems

2022-Present

Sri Krishna Arts and Science College

Coimbatore

HSC

2021-2022

Sri Gopalnaidu Hr Sec School

Coimbatore

SSLC

2019-2020

Sri Gopalnaidu Hr Sec School

Coimbatore

CERTIFICATION

Meta Front end Development Certificate from Coursera