Shantanu Sudhir Kamble | Mob: +91 91721 03964 | Email: shantanusudhirkamble.india@gmail.com

Creative technologist and performance-driven IT professional specializing in full-stack development, AI automation, and performance marketing. A passionate tinkerer who loves brainstorming and solving real-world problems through technology creating solutions that enhance efficiency, elevate user experience, and drive measurable business growth.

TECHNICAL SKILLS / CERTIFICATIONS / KNOWLEDGE

C++ (Intermediate) | Python (Intermediate) | | Database Management (intermediate) | AI/ML (intermediate) | Chatbot development and LLM (advance) | REST-API (advance) | Nodejs (beginner) | PPC Ads | Marketing | MERN Stack (Intermediate)

EXPERIENCE

Bluepen.co.in | Intern   **Mumbai**   **Jan 2023 – Mar 2023**

- Managed multiple client projects across web, Android, and API development by coordinating freelancers, ensuring quality checks, and maintaining clear client communication.
- Planned and executed time-efficient, cost-effective workflows to deliver projects on schedule and within budget.

Employpreneurs | Assistant Manager   **Navi Mumbai**   **Jul 2024 – Nov 2024**

- Designed high-converting websites and landing pages, boosting lead generation by 30% while managing digital ad campaigns across YouTube, Google, and Instagram for maximum ROI.
- Implemented targeted outreach and automation workflows, enhancing client engagement, sales, and operational efficiency.

Growl Communications | Digital Marketing Executive   **Navi Mumbai**   **Dec 2024 – Feb 2025**

- Managed Facebook Ads and Google Ads campaigns to drive high-quality lead generation and maximize ROI for clients in the Insurance and Financial Advisory sector.
- Improved conversions and reduced acquisition costs by optimizing ad targeting, lead funnels, and website UX/SEO.

Invictus Outsourcing Solutions | Digital Marketing Head   **Navi Mumbai**   **Feb 2025 – Apr 2025**

- Led international sales calls, securing digital marketing deals and delivering tailored websites and software solutions.
- Developed and executed data-driven SEO, social media, and paid marketing strategies to achieve measurable client results.

Brandeur Studios Private Limited | Software Developer   **Mumbai**   **Apr 2025 – Active**

Technical Responsibilities:

- Developed websites using **PHP, MERN Stack, and WordPress** (blogs + eCommerce).
- Built and integrated **AI chatbots and automation workflows** to improve operational efficiency.
- Supported **SEO and content optimization**, including article writing for organic reach.
- Managed podcast production end-to-end: **shooting, editing, sequencing, and workflow structuring**.

Marketing & Creative Responsibilities:

- Executed and optimized paid campaigns across **Google Ads, Facebook, Instagram, and Google Business**.
- Designed **pitch decks, marketing strategies, and creative assets**, including reels and content calendars.
- Managed client communications including **pitching, onboarding, and strategic planning**.
- Led cross-functional teams and fostered a **creative, collaborative, and growth-focused work culture**.

PROJECTS UNDERTAKEN

Itinerary Management System | Problem Solving: Hyper Delivery Market

Developed a secure, economical travel booking app using Java, Android Studio, Google Maps API, Firebase, and PayPal. Overcame deprecated module issues, crash-loop debugging, and cross-skill coordination challenges. Gained strong command over OOP, real-time navigation, and UI/UX optimization. Recognized at college and university levels, with ongoing updates to boost scalability, performance, and user experience.

AI Chatbots in Education | Problem Solving: Communication Barrier

Created AI chatbots to automate educational workflows and strengthen student-faculty communication. Used Botpress/Voice flow for dialogue logic, Node.js for custom features, and PostgreSQL for secure storage. Integrated Google Sheets and tunneling for real-time analytics. Despite tight timelines and deprecated modules, successfully automated attendance, FAQs, and student support, enhancing overall communication efficiency.

Footballitics (AI/ML) | Problem Solving: Analyzing Real-Time Data

Built an AI-based sports analytics system using Python, OpenCV, CNN, and YOLO for real-time player and ball tracking. Optimized performance for accuracy, low latency, and actionable insights in dynamic gameplay.

EDUCATIONAL QUALIFICATIONS

B.Tech – Information Technology - A.C. Patil College of Engineering, Navi Mumbai.