

Yatharth Mishra

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EDUCATION

Vellore institute of technology

Bachelor of Computer Science Engineering
Cumulative CGPA: 8.47/10.0;

Sept 2021 - May 2025

SKILLS

Frameworks and Tools: Business Strategy, Market Research, Hubspot CRM, Microsoft Office Suites, Notion, Google Docs, Stakeholder Management, Google Sheets, Wordpress, Davinci Resolve, Power BI.

Certifications & Training: Power BI Data Analyst Professional Certificate, Foundations of Project Management.

WORK EXPERIENCE

Pointer	Dec 2024 - Mar 2025
<ul style="list-style-type: none">Founded and developed Pointer, a platform addressing the disparity between micro-influencers and businesses, enabling direct collaboration and engagement for mutual growth .Conducted in-depth user research, engaging with 150+ merchants to uncover pain points in digital marketing adoption, Currently more than 5+ merchants and 15+ micro-influencers are using the platform.	
FotoMedia Hub	Jun 2023 - Sep 2023
<ul style="list-style-type: none">Accomplished a 20% increase in YouTube CTR as monitored by client analytics by designing visually engaging posters, logos, and thumbnails.Spearheaded a comprehensive lead generation strategy that combined cold emailing and cold calling, resulting in a 40% increase in qualified leads and a 25% boost in client conversion rates within three months.	

UNIVERSITY PROJECTS

PowerPlay Insights: Smart T20 Team Builder[Python Web scraping Pandas Power BI Advance Excel]	Dec 2024
<ul style="list-style-type: none">Created a Power BI report to identify top 11 players for a T20 cricket team by scraping data from espnricinfo with a Brightdata website tool, cleaning and transforming the data with pandas, and evaluating various player performance metrics.Used the resulting Power BI dashboard to select players for various categories (openers, middle order/anchors, finishers, all-rounders, specialist fast bowlers) and ultimately choose the top 11 players to play in the match. Selected teams using the Power BI dashboard have 90% of chances to win the game.	
Fin-Shield	Jun 2024 - Oct 2024
<ul style="list-style-type: none">Achieved 97% accuracy in credit card fraud detection, monitored by precision, recall, and F1-score, by optimizing Random Forest and Decision Tree models on 6 million transactions.Improved fraud prediction recall to 98% by applying SMOTE and hyperparameter tuning, effectively balancing class distribution.	

POSITION OF RESPONSIBILITY

President CHESS SOCIETY	Jul 2022- Mar 2024
<ul style="list-style-type: none">Managed 2 major college fest tournaments with 200+ participants and multiple friendly tournaments using a 4-member team, optimizing resources through structured planning. Introduced a hybrid (online + offline) format to handle over-registration and time constraints, improving accessibility and participation.	
PR Head OPEN WEB APPLICATION SECURITY PROJECT	Mar 2023 - Jul 2024
<ul style="list-style-type: none">Organized 4 major anime-themed events, attracting 700+ attendees by handling logistics, budgeting, and promotions. Ensured smooth event execution, leading to high attendee satisfaction and engagement.	
Event Management Head ANIME CLUB	Jan 2024- Aug 2024
<ul style="list-style-type: none">Led PR and outreach for 3+ hackathons, driving 300+ students to web security bootcamps through targeted marketing strategies, social media campaigns, and email marketing. Secured media partnerships, including Dainik Bhaskar.	

EXTRACURRICULAR

- Competed in state-level water polo in 2019 as a left-wing player, leveraging my right-handed playstyle for better passes and team coordination. Developed strong teamwork, strategic thinking, and endurance through high-level competition
- Pursued fitness for 3 years, Lost 30 kg over three years while building muscle, tracking workouts with FitNotes and managing nutrition through calorie counting, trained others to achieve their fitness goals
- Joined EcoPaddler in 2018 within our gym community to promote eco-friendly practices through cycling. After a year, I joined the organizing team, helping plan and lead 50+ km cycling expeditions.
- Exploring financial markets for 3+ years, with experience in equities, F&O, forex, and personal finance planning.