Sonia

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Professional Summary

Final-year B.Tech CSE student at VIT Bhopal with strong experience in project execution, event leadership, and business growth initiatives. Skilled in leveraging AI tools, data analysis, and cloud platforms to improve workflows and decision-making. Recognized for collaborative problem-solving, adaptability, and leadership in cross-functional environments.

Experience

Marketing Executive – Family Business

- Designed and executed advertising campaigns (digital + local outreach) that boosted customer engagement and increased sales by **30%**.
- Conducted market research on target customer segments and optimized messaging to strengthen brand visibility.
- Collaborated with suppliers and stakeholders to ensure smooth promotional execution and operational improvements.

Technical Projects

RoamHive – AI-powered Full Stack Application

- Developed a vacation rental marketplace using **React, Node.js, MongoDB**, enabling seamless booking and listing management.
- Integrated an **AI-driven recommendation system** that analyzed user preferences and search patterns, improving personalization by 35%.
- Implemented authentication, secure payments, and cloud-hosted APIs for scalability and real-time availability checks.
- Followed Agile methodology with CI/CD pipelines, automated testing, and data-driven enhancements to improve user retention.

Freelancing Platform – Cross-Platform Solution

- Built a freelancing/job-bidding platform with **user authentication, role-based access, and real-time dashboards** for both clients and freelancers.
- Designed a responsive UI with dynamic search, filtering, and messaging features, improving engagement for 500+ active users.
- Enhanced workflow efficiency by 40% by introducing bidding transparency, milestone tracking, and notification systems.
- Deployed using **AWS services** with Git-based version control, ensuring high availability and easy scalability under increasing user demand.

Technical Skills

Programming Languages & Frameworks: C++ (Core & OOP), HTML, CSS, JavaScript, React.js, Node.js, MongoDB, MERN Stack, Machine Learning, REST APIs, Data Structures & Algorithms.
Tools & Technologies: MS Excel (Advanced), Cloud Management, AWS (Major Services), Git, MySQL, Figma, Docker.
Soft Skills: Adaptability, Communication, Collaboration, Event Management, Problem-Solving, Leadership, Time Management, Analytical Thinking.

Certifications

- AWS Certified Solutions Architect – Associate
- DevOps, Agile & Design Thinking
- MERN Stack Web Development
- MS Excel (Udemy) – Advanced analysis & reporting
- Machine Learning Using Python (Coursera)

Achievements & Leadership

- Increased family business sales by **30%** through strategic marketing & advertising.
- Core Team, Microsoft Club – organized hackathons/events (350+ participants).
- Led Hackathon planning & execution with cross-functional teams.
- Research Assistant – contributed to data analysis & prototyping.

Education

B.Tech CSE, VIT Bhopal   *2022 – 2026*
- CGPA: 8.71 / 10.00
- GFG Competitive Coding Rank: Top 700 / 11,000+

Class 12th (2022) – 83%
Class 10th (2020) – 92%