
EDUCATION

HEC Paris Summer School, France

Luxury Management

Received a merit-based scholarship of €250

Jun 2024

GPA: 4/4 & Grade: A

Bannari Amman Institute of Technology (BIT), Tamil Nadu, India

Bachelor of Technology in Computer Technology

Oct 2020 – May 2024

CGPA: 8.08/10

PROJECTS

Cloud-Based Price Comparison E-Commerce Website, BIT, Tamil Nadu

Jul 2023 – Oct 2023

- **Suggested** best price for every product searched by the customer from the pool of prices acquired from various e-commerce and wholesale online marts; used Microsoft Excel to aggregate and analyze price data
- **Made** significantly cheaper and reasonable purchases while purchasing a bulk cart, and offers and discounts from various e-commerce resulted in an approx. 65% more reasonable purchase compared to buying from a regular e-commerce platform

Medical Appointments and Reports Management App, BIT, Tamil Nadu

Aug 2022 – Jan 2023

- **Designed** a user-friendly experience for older adults using Flutter, Python, MySQL, and DBMS, with simplicity, legibility, and security for storing patient records and bills in Tamil, incorporating feedback to expand language options and simplify navigation
- **Surveyed** elderly patients at an eye and dental hospital on record and bill storage issues; conducted usability testing and cognitive walkthroughs and integrated hospital suggestions to incorporate third-party service compatibility into the app

WORK EXPERIENCE

Intern, Circuit House Technologies, Bangalore

Aug 2024 – Present

- **Scraped** data from 1,000+ e-commerce products, identifying 52 essential products and 25 leading brands in the Indian smart lock market, and presented insights on SKU counts, rankings, ratings, and prices for market entry strategy
- **Conducted** in-depth sentiment analysis on Amazon reviews of 12 leading projectors to assess consumer demand and pain points, aiding Lumio's entry into the projector market
- **Analyzed** the content strategy of the Nothing YouTube channel using Python and AI tools; developed a CSV-based content strategy for Lumio's YouTube, fostering community building in India
- **Designed** business collaterals and a UI template using Adobe Illustrator, Figma, and Canva for Circuit House's website and built the website using full stack development, AI tools, and Webflow to enhance branding and functionality

Product Marketing Intern, Skylark Drones, Bangalore

May 2024 – Jul 2024

- **Drafted** and formatted weekly blogs, newsletters, and monthly cheat sheets on drone pilots; conducted market research on potential clients and use cases for drone services and presented findings to the Head of Staff for proposal drafting
- **Managed** LinkedIn content calendars using tools like Notion and Asana while monitoring HubSpot analytics to enhance post-performance

Freelance Graphic Designer, RAY Media House, Hyderabad

Jun 2023 – Jul 2024

- **Collaborated** with 6+ clients (Bambino, JAS Event Decors, Craft & Kar, GoliPop) to evolve the social media creative process
- **Joined** a team of 2 digital marketing experts; for each brand, created 18+ social media posts monthly for Instagram, websites, and LinkedIn; increased engagement for Bambino by 205% in one year, and for Golipop, increased engagement by 813% in 9 months

Marketing Intern, ANAROCK Property Consultants, Chennai

Feb 2023 – May 2023

- **Pitched** marketing strategies concentrated on digital presence enhancement, email marketing, and client testimonials, increasing sales by 4%; designed 62+ contents and daily creatives like property ads, hoardings service posts, and individual realtors' posts
- **Organized** a channel partner event with a mandated client, increasing visibility among 30+ real estate and 180+ independent realtors

Business Analyst & Digital Transformation Intern, Milky Mist Dairy Food Pvt. Ltd, Erode

Nov 2022 – Jan 2023

- **Researched** blockchain traceability to track milkshake ingredient sources and improve transparency by 4x; enhanced the blockchain system's efficiency by 56%, providing a tracking solution for stakeholders and partners, including farmers and suppliers

EXTRACURRICULAR ACTIVITIES

Lead, GDSC (Google Developers Student Club) BIT, Tamil Nadu

Jul 2023 – Jul 2024

- **Achieved** a 63.3% membership increase, led 501 members and 4 student heads in organising 5 Gen AI and Google Cloud events, facilitated Gen AI Study Jams 2024, and reached Tier #1 Milestone with 84 completions

Core Member, GDSC (Google Developers Student Club) BIT, Tamil Nadu

Nov 2022 – July 2023

- **Revitalized** and Registered the club, leading 371 members and a team of 9 to organise 6 events, including learning campaigns, hackathons and Extended Google I/O; organised 4 learning campaigns and 2 tech talks, registering 800+ in campaigns and participation of 500+

Volunteer, Bhumi, Chennai

Sep 2022 – Aug 2023

- **Fundraised** INR 3.4 lakh for annual sports events within 4 months by engaging private hospitals and medical associations while leading a team of 7 volunteers; maintained 78% attendance in weekly civic activities such as upcycling workshops and afforestation camps

Secretary, BOE (Bureau of Overseas Education) Club, BIT, Tamil Nadu

Jun 2021 – Mar 2022

- **Led** 141 members and 62 volunteers, partnered with consultancy agencies like IDP & Career Zone, organised 8+ events, including 2 career fairs for 150 students, and guided admissions for September 2024 through social media promotions

SKILLS

Languages: English (Proficient), Tamil (Native)**Tools:** Python, Flutter, C++, HTML, CSS, JavaScript, ReactJS, Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Canva**Certifications:** Strategic Business Analytics - ESSEC Business School (Coursera - 2023) | Entrepreneurship Strategy: From Ideation to Exit - HEC Paris (Coursera - 2022) | Google Project Management - Google (Coursera - 2022)