

AAKARSHIT KESHRI

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ABOUT ME

I'm Aakarshit, currently pursuing MSc in International Business Management (Marketing) at Heriot-Watt University, Dubai. I hold a B.Tech in Computer Science and Engineering with a CGPA of 8.68. With a strong mix of technical expertise and marketing insight, I'm passionate about using data-driven strategies and creative thinking to solve real-world business challenges. I enjoy learning, collaborating, and contributing to innovative, growth-focused environments.

Visa Status: Student Visa (Valid until 28th Sept 2026)

EDUCATION

2025 - Present

Heriot-Watt University (UAE)

Postgraduate, MSc International Business Management with Marketing

Pursuing MSc in International Business Management with Marketing at Heriot-Watt University, Dubai, focusing on strategic marketing, global business development, and leadership skills.

2019 - 2023

Gyan Ganga Institute Of Technology & Sciences (INDIA)

Bachelor of Technology in Computer Science and Engineering

Bachelor of Technology (B.Tech) in Computer Science and Engineering from Gyan Ganga Institute of Technology & Sciences with 8.68 CGPA. Developed strong technical expertise in programming, data structures, algorithms, database management, and software development.

WORK EXPERIENCE

Platformance (Dubai, UAE)

Dec 2025 - Mar 2026

AI Intern Program

- Worked as an AI Intern at Platformance MENA Marketing Management L.L.C., supporting marketing and business teams by leveraging generative AI tools and AI-driven solutions for content creation, market research, data analysis, and process automation. Contributed to improving operational efficiency, campaign effectiveness, and AI adoption across business workflows.

Persistent

Dec 2021 - Mar 2022

Persistent Martian Program

- Gained hands-on experience in Python programming, software engineering principles, data analysis, and autonomous system design.

3Bit Digital

Apr 2021 - Jul 2021

Front-end Developer Intern

- Learnt web technologies like HTML, CSS, Bootstrap & Tailwind. Made a Website using the technology.

Cisco

Jan 2021 - Mar 2021

CyberSecurity Internship

- Completed a Cisco Cybersecurity Internship, gaining hands-on experience in network security, threat analysis, and cybersecurity fundamentals.

CERTIFICATION & COURSES

- Introduction to Generative AI, Google
- Introduction To Packet Tracer, Cisco
- Outskill GenAI Artificial Intelligence LLMs

- Cisco Networking Academy
- Programming Essentials in Python, Cisco

AWARDS & ACHIEVEMENTS

Eureka Competition 2021: Semi-finalists in Eureka 2021, IIT Bombay (Eureka is Asia's largest business model competition)

National Entrepreneurship Challenge 2020-2021/2021-2022: Secured 3rd position in the National level contest consecutively for 2 years.

POSITION OF RESPONSIBILITY

Core Member Of E-Cell

2022 - 2023

- During my B.Tech, I was a core member of the Entrepreneurship Cell (E-Cell), where I held key roles as Marketing Head and Event & Executive Head. I led the planning and execution of our college's annual flagship event, successfully securing multiple sponsorships and partnerships. Our E-Cell was officially recognised by IIT Bombay, India's first government engineering college, which added prestige to our initiatives and strengthened our network across institutions.