

# ADITYA GIRISH ANAND

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## EDUCATION

### Northeastern University

*Master of Science in Engineering Management*

**Boston, MA, USA**

Jan 2025 - May 2027

Relevant Coursework: Project Management, Operations Research, Economic Decision Making, Digital Product Design & Management, Advanced Product Management, Business Model Design and Innovation

### Manipal Institute of Technology

*Bachelor of Technology in Computer Science and Engineering, Minor - Digital Marketing*

**Manipal, IND**

Oct 2020 - Aug 2024

Relevant Coursework: Deep Learning, Data Structures, Mobile Application Development, Data Visualisation, Computer Networks, Object Oriented Programming, Design & Analysis of Algorithms, Database Systems, Essentials of Management

## SKILLS

**Programming Languages:** Python, Java, JavaScript, C, Embedded C, HTML/CSS, SQL, Bash, MATLAB, JSON

**Tools & Platforms:** Amazon Web Services, Azure DevOps, TensorFlow, OpenCV, Jupyter, SmartPLS3, Power BI, Figma

**Advanced Data Analysis:** Statistical Analysis, Quantitative Analysis, Survey Analysis, Regression Analysis, KPI Reporting

**Database Management:** MySQL, NoSQL, Oracle, MongoDB, Hadoop, Salesforce

**Reporting & Office Tools:** Microsoft Office (Excel, PowerPoint, Outlook), Jira, Agile Methodologies

## PROFESSIONAL EXPERIENCE

### Helixer Healthcare

**AI/ML Intern** - Model Testing & Evaluation Team

**Hyderabad, IND**

Feb 2024 - May 2024

- Built a CNN-based classification model using TensorFlow and Keras to detect tuberculosis from cough spectrograms, achieving **95% accuracy**
- Designed an audio preprocessing pipeline with OpenCV and MATLAB, integrating **MFCC** feature extraction to reduce training time by **25%** and support an F1 score of **0.95** (TP:385, TN:375, FP:25, FN:15)
- Conducted model tuning and **k-fold** cross-validation in Jupyter Notebook, supporting hospital adoption for digital TB screening in low-resource settings

### SortMyScene

**Business Development** - Growth Strategy & Analytics Team

**Mumbai, IND**

Jan 2023 - Jan 2024

- Acquired and managed **250+ B2B** clients through Salesforce **CRM**, driving pipeline, customer retention, and regional market expansion across **5 cities**
- Conducted client lifecycle analysis, retention forecasting, and cohort-based **KPI reporting** to identify churn risks, optimise account strategy, and inform business decisions
- Executed segmented WhatsApp and email campaigns using **A/B testing**, increasing engagement by **30%** and achieving a **10%** lead-to-client conversion rate to support the **GTM** strategy

### Mercedes-Benz

**Cybersecurity Summer Intern** - AUTOSAR & Embedded Systems Team

**Bangalore, IND**

June 2023 - Aug 2023

- Developed secure CAN-based diagnostic modules using Embedded C within AUTOSAR and implemented AES-256 encryption aligned with ISO 21434 for in-vehicle communication security

## PROJECTS

**Campus Event Platform** - Agile Project Management & CI/CD Deployment | [Link](#)

- Led the full project lifecycle using **Agile** methodology, including **stakeholder** engagement, risk assessment, WBS creation, and RACI matrix design for cross-functional alignment
- Managed **budgeting**, compliance, Azure DevOps CI/CD, and final delivery of a mobile event app serving **30,000+** students

**EdTech Analytics** - Student Learning Outcome Modelling | [Link](#)

- Conducted **survey analysis** on **410** learners using SmartPLS3, PLS-SEM, and **regression analysis** to assess learning impact
- Generated **data-driven** findings through path coefficient modelling, achieving **92% model accuracy**. Adopted by startups

**Cloud Healthcare Analytics** - Dynamic Emotion Recognition | [Link](#)

- Built a real-time emotion recognition system using CNNs and deployed it on AWS EC2 for scalable video frame processing
- Analysed FER-2013 dataset using SoftMax scores, confusion matrices, and F1 metrics to identify model biases, achieving 98% accuracy and enhancing model interpretability for data-driven healthcare decision-making