

Arinjoy (AJ) Das

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EDUCATION

University of Michigan

BS Computer Science, College of Engineering

Ann Arbor, MI

August 2022 - May 2026

Activities: Kappa Theta Pi - Professional Tech Fraternity; Michigan Music Business Club - Premier Music Business

Organization; Indian American Student Association

Relevant Coursework: *Computer Organization* (EECS 370), *Computer Security* (EECS 388), *Data Analytics Tools and Techniques* (IOE 373), *Data-Oriented Programming* (SI 206), *Data Structures and Algorithms* (EECS 281), *Linear Algebra*, *Multivariable and Vector Calculus*, *Statistics & Data Analysis*, *Discrete Mathematics* (EECS 203)

EXPERIENCE

740 Project

Santa Monica, CA

Data Analytics and Marketing Intern

June 2024 - Present

- Conducted comprehensive social media audits for hip-hop clients using Python (NumPy and Pandas) and Google Analytics, analyzing engagement metrics to identify high-performing content for improvement, resulting in a 25% increased performance
- Orchestrated tailored marketing campaigns integrating SEO optimization and content calendars, boosting artist visibility by 40% and increasing streaming numbers by 55% across Spotify and Apple Music

Michigan Music Business Club

Ann Arbor, MI

Vice President, Marketing Team

December 2023 - Present

- Engineered an automated content scheduling system for MMBC's TikTok/Instagram, implementing A/B testing to optimize posting times and content types, leading to a 103% increase in interaction and reach (450 to 1,000+ followers in 3 months)
- Led a team of 10+ to launch 'New Music Friday' and 'Artist Spotlights' campaigns, driving a 68% increase in Instagram engagement and Spotify followers; simultaneously spearheaded a website revamp, boosting digital engagement by 35%

PROJECTS

SongSync

Summer 2024

- Constructed a React web application using advanced audio analysis for mood-based playlist creation, amalgamating Spotify API for accessing comprehensive music data and features, and employing FastAPI for efficient/scalable API development
- Utilized SQL to build a database for efficient song access and playlist management, employing advanced audio analysis algorithms to match tracks based on mood-related features like energy, tempo, and danceability with 95% user satisfaction

MScribe

Summer 2024

- Architected a Chrome extension enhancing UMich lecture experiences, combining React frontend with Flask backend and advanced AI (Pinecone + LangChain), resulting in a 40% reduction in student study time
- Optimized RAG implementation through rigorous A/B testing, achieving a 30% improvement in response accuracy and reducing AI processing time by 50%, while managing secure data flow with custom PHPSESSID extraction

Kappa Theta Pi Life App

Winter 2024 - Present

- Engineered a streamlined account management system with bulk deletion capabilities, improving administrative control and data management. Introduced Firebase integration for real-time data synchronization and efficient user account handling
- Pioneered iOS widgets and transformed comprehensive search functionality using Dart/Flutter, enhancing user experience and navigation efficiency for 90+ members. Integrated Google Sheets API for updating rushee score more efficiently

Optimized Drone Delivery Routing

Winter 2024

- Built a drone delivery simulation system utilizing graph algorithms (Prim's and Kruskal's) for cost-effective path optimization and the Traveling Salesman Problem for route refinement
- Modeled complex networks using graphs and priority queues, enabling efficient path computations to reduce operational costs and improve delivery times for drone-based logistics

HomeHunter

Winter 2024

- Conceptualized and prototyped HomeHunter, an Airbnb-style application, during a hackathon using React; designed system architecture for geospatial indexing and machine learning-based property recommendations

PROFICIENCIES

Languages/Technologies: C/C++, Python, FastAPI, React, Next.js, Git, HTML, CSS, Dart, Flutter, SQL, Pinecone, Firebase, R

Extracurriculars: DJing, Filmmaking, Hip-Hop/Rap Music, Entrepreneurship, Community Service/Volunteering