

# ANUJ SHAH

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Portfolio

Gmail

Linkedin

Google Scholar

Github

## Education

### Nirma University

Bachelor of Technology in Computer Science and Engineering — First Class with Distinction

Nov. 2020 – May 2024

Ahmedabad, Gujarat

## Experience

### UniQual iTech

NodeJS Developer - Summer Intern

June 2023 – July 2023

Surat, Gujarat

- Completed hands-on training in Advanced JavaScript, NPM, routing, MVC architecture, and REST API development, and applied these skills to build a fully functional backend project with secure APIs, request validation, database integration, and modular Express.js architecture.

### Deloitte

M&C (Marketing and Customer) Analyst Intern

Sept 2024 – January 2025

Pune, Maharashtra

- Completed internship training in Salesforce Marketing Cloud with hands-on experience in Journey Builder, Automation Studio, Email Studio, and Content Builder, working as a Support Analyst for a European client to build SQL-based automations for customer data management and segmentation.

### Deloitte



SFMC Analyst

January 2024 – Present

Pune, Maharashtra

- Designed and executed end-to-end digital marketing campaigns for global clients using Salesforce Marketing Cloud, building dynamic Emails, WhatsApp, RCS templates, and interactive cloud pages with HTML, CSS (Bootstrap/Tailwind), JavaScript/Typescript, and AMPscript.
- Managed customer data across Salesforce Data Cloud and Marketing Cloud using advanced SQL for segmentation and automations, while maintaining Automation Studio workflows, supporting Journey Builder setups, and delivering performance insights through periodic reporting.

## Research Publications

- Multi-Model Chatbot and Image Classifier for Plant Disease Detection**  - Springer Nature Switzerland International Conference on Advancements in Smart Computing and Information Security (2023). Developed image classification models using VGG16, ResNet50, and InceptionV3 for plant leaf disease detection, achieving 94% accuracy with InceptionV3.
- Denoising Lunar Hyperspectral Images Using CNN with Skip Connections**  - IEEE 2024 IEEE Space, Aerospace and Defence Conference (SPACE). Designed a CNN with skip connections to denoise Chandrayaan-2 hyperspectral images, improving PSNR, SSIM, SIM, and SAM metrics.

## Projects

### Automatic Number Plate Recognition (ANPR) System | YOLOv5, EasyOCR

- Developed a deep learning-based ANPR system using YOLOv5 for license plate detection and EasyOCR for text extraction, enabling real-time recognition from images and video streams.

### EventSphere — Event Management & Booking Platform | MERN, Razorpay, JWT

- Developed a full-stack MERN platform for creating, discovering, and booking events with secure JWT auth, role-based access, admin dashboard, and Razorpay-integrated payments.

## Technical Skills

**Languages:** Java, Python, C++, HTML/CSS, JavaScript, SQL, AMPscript

**Technologies/Frameworks:** GitHub, MERN Stack, Salesforce Marketing Cloud, Salesforce Data Cloud

## Relevant Coursework

- |                        |                    |                    |
|------------------------|--------------------|--------------------|
| • Data Structures      | • Operating System | • Machine Learning |
| • Software Engineering | • DBMS             | • Deep Learning    |

## Certifications

- Space Science and Technology Awareness Training - ISRO
- Career Essentials in Software Development by Microsoft and LinkedIn