ANUJ SHAH

📞 +91 7041084934 ✉ Gmail 🔗 Linkedin 🎓 Google Scholar 🐙 Github

Education

Nirma University   **Nov. 2020 – May 2024**
Bachelor of Technology in Computer Science and Engineering — First Class with Distinction   *Ahmedabad, Gujarat*

Experience

UniQual iTech   **June 2023 – July 2023**
NodeJS Developer - Summer Intern   *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   **Sept 2024 – January 2025**
M&C (Marketing and Customer) Analyst Intern   *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   **January 2024 – Present**
SFMC Analyst   *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
- Software Engineering
- Operating System
- DBMS
- Machine Learning
- Deep Learning

Certifications

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