

ARSHIT GUMBER

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SUMMARY

Computer Science undergraduate specializing in Artificial Intelligence with experience in software development, digital marketing, and entrepreneurship. Skilled in designing and implementing scalable applications, optimizing workflows, and leveraging data-driven solutions. Proficient in programming languages, frameworks, and tools, with a focus on creating impactful solutions across various domains.

WORK EXPERIENCE

STARTUP, KNOCK-KNOCK

January 2023 - May 2023

- Established and led Knock Knock, a campus-based delivery startup, facilitating 200+ deliveries weekly, while partnering with over 10 vendors to serve precise room-to-room delivery needs.
- Achieved a rapid user growth of 1,500+ in just three months by executing targeted marketing campaigns and optimizing operational workflows.
- Developed and executed a robust logistics framework that enhanced delivery precision, minimized delays by 25%, and streamlined order fulfillment for campus-wide coverage.
- Oversaw comprehensive business operations, managing vendor contracts, coordinating logistics, and maintaining a 4.9/5 user satisfaction rating through efficient customer support.

DIGITAL MARKETING

August 2024 - Present

- Boosted social media reach by 40% through strategic content planning and tailored posts for SHE DEZIRE, a local retail shop.
- Spearheaded influencer collaborations, increasing brand visibility by 50% and driving customer engagement.
- Produced over 50 innovative designs for digital advertisements and print materials, enhancing marketing appeal.
- Utilized analytics tools to optimize campaign ROI, improving strategy effectiveness and driving a 20% increase in conversions.

EDUCATION

Bachelor of Technology in Computer Science

September 2022 - May 2026

Bennett University, Greater Noida.

- Specialization in Artificial Intelligence

KEY PROJECTS

NFT GENERATOR

Python, Web3

- Developed 'Secret Stones,' a software enabling artists to generate 100+ unique images in milliseconds, reducing creation time by 90%. Ensured metadata compliance with marketplace standards, including OpenSea, for seamless integration and increased adoption.

EVENT HOSTER

React.js, PostgreSQL, Google Maps API

- Engineered a responsive web app named Event-Ease, ensuring cross-browser compatibility and enhancing user engagement by 40% through optimized navigation and streamlined booking processes for event organizers.

SKILLS

- Languages:** Python, HTML, CSS, Javascript, SQL
- Libraries:** jQuery, Pandas, NumPy, SQLAlchemy
- Web Dev Tools:** Web3, Tailwind CSS
- Frameworks:** Node.js, Express.js, React.js, Flask
- Cloud/Databases:** MongoDB, SQLite, Firebase

PUBLICATIONS

Co-Author, On-going Conference Paper

- Developed an NLP-based framework for mental health classification, leveraging BERT to achieve 84% model accuracy. Enhanced performance through advanced feature engineering and hyperparameter tuning, processing 10,000+ data samples for training and evaluation.