Atharva Deshpande

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Operations Manager with extensive experience leading mining operations across Goa, Odisha, and Karnataka, overseeing end-to-end processes including screening, crushing, and weighment of iron ore and bauxite minerals. Developed strong leadership and people management skills through direct coordination with teams and contractors. Enhanced logistics, operations, and cross-cultural team leadership capabilities through international exposure at coal mines in Zambia. Founded and operated an FMCG startup during COVID-19, managing all aspects from logo design to product packaging in-house, which strengthened marketing and advertising expertise. Currently expanding knowledge in AI/ML and generative AI technologies through hands-on project work.

Experience

Operations Manager at Rocktech Engineers (2022 - Present)

- Managed a team of 27 to execute mining operations.

- Coordinate with on-ground teams and transport vendors in challenging network environments.

- Optimized processes to increase production efficiency by 25%.

Founder at Vasuveda (2020 - 2021)

- Self-led startup founded during the COVID-19 pandemic.

- Formulated and sold a health drink made from herbs and spices, promoting immunity and wellness.

- Conducted door-to-door sales and partnerships with local hospitals.

- Gained hands-on experience in product development, grassroots marketing, and
  entrepreneurship.

- Clocked a profit of Rs.38000.

- Discontinued due to academic commitments.

Intern at Inator LLP, Pune (2020)

- Contributed to web and application development projects

- Communicated project status to stakeholders and prepared project progress reports.

- Contributed to the development of project strategies and plans.

Education

BTECH CSE, MITWPU, Pune (2018 - 2021)

Diploma in Electrical Engineering, New Polytechnic Kolhapur (2014 - 2018)

Projects

Reddit Intelligence Tool

- Created a Reddit data analysis tool to monitor sentiment, identify trends, and generate actionable insights using data crawling and outputting in a JSON format.

InfluencerFlow

- Built a comprehensive influencer marketing platform enabling brands to discover niche creators across Instagram and YouTube with one-click search functionality.

AI Comic

- Trained custom LoRA models on Flux for consistent character generation.
- Utilized ComfyUI to create a 6-panel satirical comic book.

Ad Creative Generation Tool - Relate.co

- Built a tool using OpenAI's GPT API and image generation models for marketing materials.
- This tool enables users to search through a wide catalogue and create customised ad creatives in seconds.

Product Catalog Assistant

- Created an AI assistant that auto-generates product descriptions , keywords and categorizes listings.
- Ideal for quick keywords for SEO and E commerce.

Creative Brief Generator

- Developed a GPT-powered system to transform campaign input into detailed creative briefs.
- Takes in variables like, brand name, target audience, platforms, tone of the campaign.
- Outputs a detailed marketing campaign in a comprehensive manner.

Technical skills

- Python
- C
- Next.Js
- FastAPI
- Workflow automation (n8n)

- Node.Js
- ComfyUI
- LLM fine tuning
- RAG and ICL

- Voice Agents
- Agentic Workflow
- Supabase
- Flask