

# Atharva Deshpande

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## EDUCATION

### Maharashtra Institute of Technology - World Peace University (MITWPU)

Pune

B.Tech, Computer Science Engineering

2018

### New Polytechnic Kolhapur

Kolhapur

Diploma in Electrical Engineering

2014

## EXPERIENCE

### Rocktech Engineers

Goa/Odisha/Karnataka

Operations Manager

2022 - 1

- Led cross-state mining operations spanning iron ore and bauxite extraction, managing end-to-end processes from screening to final weighment
- Directed a 27-member team while orchestrating complex logistics with transport vendors in remote, network-challenged environments
- Drove operational excellence achieving 25% production efficiency increase through strategic process optimization
- Gained international exposure managing coal mining operations in Zambia, enhancing cross-cultural leadership capabilities

### Vasuveda

Kolhapur

Founder &amp; CEO

2020

- Launched immunity-boosting herbal beverage startup during COVID-19, managing complete product lifecycle from R&D to market entry
- Executed grassroots marketing strategy through direct sales and strategic hospital partnerships, achieving ₹38,000 profit
- Designed brand identity, packaging, and marketing collateral in-house, demonstrating end-to-end entrepreneurial capabilities
- Strategic exit to focus on academic pursuits after successfully validating business model

### Inator LLP

Pune

Software Development Intern

- Contributed to full-stack web and mobile application development projects
- Prepared comprehensive project progress reports and maintained stakeholder communications
- Participated in strategic planning sessions and project roadmap development

## TECHNICAL PROJECTS & INNOVATION

- Reddit Intelligence Tool:** Engineered sentiment analysis platform with data crawling capabilities, delivering actionable insights in JSON format
- InfluencerFlow:** Developed influencer discovery platform enabling one-click search across Instagram and YouTube for niche content creators
- AI Comic Generator:** Trained custom LoRA models on Flux for consistent character generation; produced 6-panel satirical comics using ComfyUI
- Ad Creative Generation Tool (Relate.co):** Built automated marketing material generator leveraging OpenAI GPT API and image generation models
- Product Catalog Assistant:** Created AI-powered system for auto-generating SEO-optimized product descriptions and intelligent categorization
- Creative Brief Generator:** Designed GPT-powered solution transforming campaign inputs into comprehensive marketing strategies

## SKILLS & INTERESTS

**Technical Stack:** Python, C, Next.js, FastAPI, Node.js, Flask, Supabase • Workflow Automation (n8n) • ComfyUI**AI/ML Expertise:** LLM Fine-tuning, RAG & ICL, Voice Agents, Agentic Workflows**Languages:** English (Fluent), Hindi (Native), Marathi (Native)**Interests:** Generative AI innovations, startup ecosystems, mining technology optimization, digital marketing trends