DHRUV **PATHAK**

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I am a driven engineering student with a flair in leadership and communication. I have a strong foundation in coding (Python, C++, Java, HTML, CSS, Javascript, Gatsby JS, React JS, Markdown) with added knowledge of Digital Marketing (Facebook Ads).

EXPERIENCE

9RD AUGUST, 2021 – 31TH NOVEMBER, 2021
SOFTWARE ENGINEERING INTERN, BAUD RESOURCES

- Learnt Enterprise Resource Planning (ERP) software development and its features.
- Used App Script to automate and integrate 3rd party use of Google Sheets.
- Executed the ERP software requirements, wireframes, data flow and design for the organization.
- Created a warehouse interface to add, edit, search and view data stored in Google Sheets.
- Understood financial modeling and the dependence of different factors in pricing.
- Implemented the financial model GUI.

3RD MAY, 2021 – 9TH JULY, 2021
INTERN, PBOPLUS

- Gained valuable knowledge in Python and Artificial Intelligence.
- Understood and implemented projects on the Raspberry Pi.
- Created a Security System model on the Raspberry Pi by integrating a camera and a motion sensor.
- Implemented a small scaled Smart LED System, controlled using a Tkinter GUI.
- Executed Face Detection using the camera module.
- Worked with the gyroscope sensor to output the coordinates, acceleration and environment temperature using a Raspberry Pi.

15TH MAY, 2021 – 30TH JUNE, 2021
MARKETING INTERN, BEWAKOOF

- Managed paid acquisition and re-targeting ads on Facebook. Scaled ads to an overall spend of 7 lakh.
- Achieved 10% reduction in CPA from Facebook Ads through continuous experimentation of targeting, messaging and landing page optimization.
- Used Google Analytics and Branch.io to accurately measure ROI and attribution.

- Handled day to day reporting of performance marketing and assisted the senior team with execution of digital ads.
- Attended Facebook's Blueprint Event to learn about Facebook Ad Manager.
- Case Study on the pros and cons of websites of competitors versus Bewakoof's website.

EXTRACURRICULARS

27TH OCTOBER, 2021

GUEST SPEAKER, MGM DENTAL COLLEGE
- Guest lecture on **'Cybersecurity: Understanding and Methodology'** at MGM Dental College & Hospital, Navi Mumbai. To celebrate the National Cybersecurity Awareness Month (NCSAM) and interact with over 100+ avid listeners.

MAY, 2020 – AUGUST, 2020

VOLUNTEER, ASH INITIATIVE NGO
- Awarded **Star Volunteer** for my contributions, involvement and commitment towards the NGO.
- Raised awareness about Black Lives Matter and Self Harm through social media channels like Instagram.
- Promoted Skill Day which was aimed to provide mental stress reduction during Lockdown Phases.

AUGUST, 2018 – APRIL, 2019

BUSINESS DEVELOPMENT AND MARKETING EXECUTIVE, IEC MPSTME (NMIMS)
- Organized and Managed the annual fest 'Inceptio', held to educate students about entrepreneurship and businesses.
- Attracted a footfall of 350-450 at Inceptio from all over Mumbai and landed sponsorship deals for the event (Pillsbury, Bisleri, The Souled Store, Frapp etc).

1ST RUNNER UP, SOCIAL CONCLAVE, NMIMS (2019)

PROJECTS (AVAILABLE ON GITHUB)

- Options Trading (Python, Yahoo Finance API)
- Lane and Object Detection in GTA V (Python, OpenCV)
- Interestment (Html, CSS, JS, Firebase)
- Btech Blogs Website (Gatsby JS, Contentful CMS)
- E-Waste Website (Gatsby JS, Heroku)
- Pharmacy Database Management (Python, Tkinter, MySQL)

PUBLICATIONS

- Role Of Various Stakeholders In Application Of Artificial Intelligence To Forensic Odontology- A Potential Perspective, Annals of Dental Specialty

CERTIFICATION

- Introduction to HTML 5, Coursera, University of Michigan
- Introduction to CSS, Coursera, University of Michigan
- Interactivity with JavaScript, Coursera, University of Michigan
- Advanced Styling with Responsive Design, Coursera, University of Michigan
- Web Design for Everybody Capstone, Coursera, University of Michigan
- Bootstrap 4, Coursera, Hong Kong University of Science and Technology

EDUCATION

- **B. Tech COMPUTER ENGINEER**
  NMIMS' Mukesh Patel School Of Technology And Management (MPSTME), Mumbai

- **12TH , CBSE (Science)**
  Apeejay School, Navi Mumbai

- **10TH , ICSE**
  St. Mary's ICSE School, Navi Mumbai