

YASH VERMA

PGDM Student — Software Engineer — Data Analyst

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EDUCATION

Post Graduate Diploma in Management (PGDM) <i>MDI Murshidabad</i>	2024 – 2026 CGPA: 6.42/10
Bachelor of Technology in Computer Science & Engineering <i>Institute of Engineering & Technology, Agra</i>	2020 – 2024 Percentage: 65.4%

TECHNICAL SKILLS

Software & Platforms: Microsoft Office Suite, Power BI, Adobe Photoshop, Premier Pro, Canva, Minitab, Microsoft Project, Python

Specializations: Digital Marketing and Social Media Strategy, Data Analysis, Business Analysis, Project Management

Certifications: Lean Six Sigma Green Belt, Microsoft Power BI, Digital Marketing, Business Process Management, Artificial intelligence

PROFESSIONAL EXPERIENCE

Marketing Intern <i>Mahindra Tractor Dealership - Shri Baba Ji Tractors, Orai</i>	Jan 2025
Conducted comprehensive market research analyzing 50+ competitor's parts and service offerings to identify market gaps and revenue opportunities	
Analyzed customer behavior patterns and market expectations in the tractor industry, focusing on Mahindra & Mahindra's product portfolio	
Evaluated local marketing strategies and customer preferences to optimize dealership operations and service delivery	
Contributed to strategic decision-making processes that helped increase dealership's parts and service revenue	

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

Operations Club Coordinator <i>MDI Murshidabad</i>	Jan 2025 – Present
Led planning and execution of operations workshops and events, consistently attracting 150+ participants per event	
Coordinated supply chain simulations and inventory management training programs for business students	
Successfully managed Lean Six Sigma certification program with Grant Thornton, certifying 25+ students	
Junior PR Coordinator <i>MDI Murshidabad</i>	Jul 2024 – Dec 2024
Designed graphics and edited promotional videos as part of the PR committee, enhancing event marketing materials	
Managed social media campaigns resulting in 25% increase in event reach and 40% boost in engagement across platforms	
Created 5+ unique design concepts for 100+ custom merchandise items, significantly enhancing brand appeal	
Organized flagship event "Samvaad" featuring multiple corporate sponsors and live performance, attracting 100+ attendees	
Freelance Graphic Designer <i>Fiverr (5-Star Rated)</i>	2020 – Present

Maintained 5-star rating on Fiverr with 4+ years of professional graphic design experience

Delivered high-quality design solutions for diverse clients, demonstrating strong project management and communication skills

TECHNICAL PROJECTS

Sign Language Detection System 2023

Developed a computer vision-based sign language recognition system using Python, OpenCV, and TensorFlow

Trained machine learning models on dataset of 5,000+ sign language images and videos with data augmentation techniques

Implemented real-time gesture interpretation and translation capabilities for improved accessibility

Utilized advanced computer vision algorithms to achieve accurate sign language gesture recognition

Student Dropout Prediction Platform 2022

Built predictive analytics platform using Python and Jupyter Notebook to forecast student dropout rates

Developed XGBoost machine learning model achieving 90% precision in identifying at-risk students

Implemented comprehensive data analysis pipeline for processing educational datasets and generating insights

Applied statistical analysis and feature engineering techniques to improve model accuracy and reliability

HOBBIES & INTERESTS

Gaming: Passionate gamer with 4,000+ competitive hours in popular games such as Counter-Strike and Valorant, actively engaging in strategic gameplay and team coordination