

GEETESH GAUTAM

CONTACT

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PROFILE

As a dedicated, hardworking, and enthusiastic learner with a strong interest in research, analytics, and social media marketing, I constantly strive to exceed expectations and deliver exceptional results. My fast-learning ability and adaptability enable me to quickly master new skills and seamlessly integrate into any working environment. I am highly committed to my work and always ready to tackle new challenges with enthusiasm. My passion for the Indian startup ecosystem is evident from my consulting projects at SwaLay and TransLogistics Inc., as well as my active participation and victories in top consulting, marketing strategy, and business planning competitions at St. Stephens College (DU), Motilal Nehru College (DU), and Ramanujan College (DU). My expertise in research, business analytics, marketing strategy, and strategic planning allows me to drive successful outcomes and contribute to Snoodify's growth and success.

SKILLS

Marketing Strategy
Content creation
Business Analytics
Communication
Creativity
Strategic thinking
Business Planning

EXPERIENCE

PR and Social Media Marketing Specialist

GeeksForGeeks Amity Chapter-AUUP

2024-Present

Developed and executed successful social media campaigns across multiple platforms to increase brand awareness and drive traffic to the organization's website. Managed and grew the organization's social media accounts by creating engaging content, monitoring analytics, and implementing social media best practices. Collaborated with cross-functional teams to develop and execute integrated marketing campaigns that leveraged social media to meet business objectives. Collaborated with multiple social media influencers for talks leading to an increase of 400% in registration and engagement.

EDUCATION

Amity School of Engineering and
Technology (Merit Scholar)
2022-2026
B. Tech in Computer Science and
Engineering

Vidya Bhavan Public School
Grade:
XII:96.60%(CBSE)
X:94.20%(CBSE)

Tech Manager and Specialist

GeeksForGeeks Amity Chapter-AUUP

2024-Present

Led the development and implementation of the organization's official website and brought the cross functional team efforts for better engagement. Analyzed and reported on the performance of our digital marketing campaigns, using business analytics for data-driven insights to optimize and improve campaign effectiveness.

Content Marketing Specialist

Devlution, Google Developer Student Club, Amity University

2024-Present

Developed and executed content marketing strategies that leveraged social media to drive traffic, engagement, and conversions. Produced high-quality, engaging content for social media, email marketing, and the company's blog. And as an additional responsibility spearheading the event's guest talks at multiple venues.

Core Team Member, Event and Marketing Specialist

Cloud Security Club

2024-Present

Led a team to the develop and implement a revitalization of the club and also played a pivotal role in organizing of the clubs's various events including talks from guest speakers, hackathons and quizzes, I also brought the cross functional team efforts for

TECHNICAL SKILLS

Programming Languages:

C, C++,Java, Python, MATLAB, JavaScript ,Kotlin and R.

Development:

HTML5,JavaScript,Angular,Flutter, CSS,Django,Flask,Git and MySQL.

Data Science:

Keras,TensorFlow, PyTorch, NumPy, Pandas and SciPy.

EXTRACIRRICULARS

Active Involvement with various NGOs

District Level Swimmer

College level Volleyball player

A regular participant of various debates and extempore competitions

better engagement. Analyzed and reported on the performance of our physical marketing campaigns and improved campaign effectiveness.

HONOURS AND AWARDS

1st position in the Boardroom: The Crisis Management Competition organized by CII Yi Yuva Chapter at Ramanujan College, Delhi University

Issued by University of Delhi · May 2024

Secured the 1st position in the Boardroom: The Crisis Management Competition organized by CII Yi Yuva Chapter at Ramanujan College, Delhi University

1st position at Brand Theft Auto, Motilal Nehru College, Delhi university

Issued by Motilal Nehru College, Delhi University · Apr 2024

Secured 1st position at the renowned and highly competitive marketing, growth and brand strategy competition- Brand Theft Auto organized by Markult - the Marketing Society of Motilal Nehru College, Delhi University

1st runner-up position at the prestigious CaseX-Case Competition organized by The Incubation Centre, St. Stephen's College, held at St. Stephen's College, Delhi, Delhi University

Issued by St. Stephen's College, University of Delhi · Apr 2024

Secured the 1st runner-up position at the prestigious CaseX-Case Competition organized by The Incubation Centre, St. Stephen's College, held at St. Stephen's College, Delhi, Delhi University.

KEY PROJECTS

SwaLay-The Music App growth strategy

(Live Project)

Analyzed SwaLay's business model, identifying the pain points of the current structure to suggest appropriate measures for growth and scalability (reaching out to regional labels across different states) along with high impact marketing strategies that expand the consumer base.

TransLogistics Inc-Operational Strategy

(Live Project)

TransLogistics Inc., a prominent transport company in India, is facing critical challenges in managing its storage facilities efficiently. With storage spaces reaching 90% utilization and certain locations exceeding 95%, the company is struggling to meet increasing demands and maintain operational efficiency, devised an operational strategy to streamline line their operations.

AI-BASED EYE TRACKING SYSTEM IN INTERACTIVE VIRTUAL ENVIRONMENTS

(Research Project)

Developed an eye tracking based artificial intelligent system in interactive virtual display is an enhanced technology that not only comprises of Artificial Intelligence components along with eye tracking sensors to move and sync with the user's eye movements and gazing tendency, to better navigate virtual environments.

Harnessing AI for Proactive Cybercrime Detection

(Research Project)

Developed an AI based automated cyber bullying system that will play a vital role in cyberbullying prevention by using NLP based models which would be utilized in the identification, monitoring, and response to instances of online harassment.

Software development for Autonomous Cars using Neural Networks.

(Research Paper)

The primary objective of this research paper is to explore and analyze the implementation of object detection technology in the context of autonomous cars.