

ABHINAV KUMAR

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Education

CMR Institute of Technology, India

2019 - 2023

- Computer Science | CGPA: 8.5

St. Michael's High School, India

2017 - 2019

- CBSE (Class XII), Aggregate: 95%

St. Michael's High School, India

2007 - 2017

- CBSE (Class X), CGPA: 10

Skills

C++ | C | Java | Python | TypeScript | JavaScript | NodeJS | React | MongoDB | MySQL | Git | GitHub

Work Experience

Epsilon | Business Analyst

Aug'23- Present

- Developed and executed marketing campaigns across 3 brands using Adobe Campaign tool.
- Conducted testing and proofing operations to ensure campaign accuracy and effectiveness by 20%.
- Proficient in HTML, JavaScript, and CSS, enhancing and testing mail assets to boost open rates by 35%.

Epsilon | Intern

Feb'23 - Aug'23

- Conducted thorough analysis, offering valuable insights to improve marketing campaigns
- Worked on workflow template that reduced time in development by 10%
- Collected and documented precise business requirements for 5+ businesses, ensuring clarity and accuracy.

Projects

VAHINI

Feb'19

An autonomous vehicle for farmland irrigation that can auto navigate the farm and irrigate the field accordingly

- Self-Driving Auto-irrigation Electric Vehicle, with the goal of reducing irrigation costs by up to 50% through automation and efficient resource management.
- Efficient irrigation system with shortest path algorithms, optimizing battery usage and saving up to 75%.
- Tools used: JavaScript, Python, Raspberry PI, Arduino, Unity 3D (for simulation and testing)

KaZam

Feb'19

A song recognition application akin to Shazam, capable of identifying songs from short audio snippets

- Fast Fourier Transform and audio fingerprinting for rapid song identification, even in noisy surroundings.
- Accurately matches peak frequencies and anchor points, delivering instant song details with 90% precision.
- Tools used : Python

Academic and Extracurricular Achievements

Winner College-Level Hackathon in Python - IIC cell

- Implemented a solution to match ambulance vans with SOS locations for swift emergency response.
- Created a location-based interface that accelerated emergency response by 40%..

College level winner- Smart India Hackathon - 2022

- Optimized school midday meal tracking, boosting officials' monitoring efficiency by 90%.
- Ensured accurate portion distribution to students, promoting effective meal management and proper nutrition for students.
- Implemented features to identify schools needing improvement in the meal distribution process.