

Jatin Kashyap

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ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	69.43%
B. Tech (CSE)	2020-2023	Institute of Technology, Nirma University	73.50 %
XII CBSE	2017-2018	Indian Convent School, Kota	75.20 %
X CBSE	2015-2016	Adwaita Mission High School, Banka	93.10 %
<ul style="list-style-type: none">• Tableau A-Z: Hands-on Tableau Training for Data Science issued by Udemy (2024)• Search Engine Optimization (SEO) Specialization issued by University of California, Davis (2024)• Data Visualization with Advanced Excel issued by PWC (2023)• Google Ads Search Certification issued by Google (2023)• The Strategy of Content Marketing issued by University of California, Davis (2023)			
INTERNSHIP			Apr 2024 – Jun 2024
	Vitto Money		
Marketing Specialist	<ul style="list-style-type: none">• Website Redesign: Led the redesign of the company’s website using Figma, resulting in a 25% increase in user engagement and a 40% decrease in bounce rate.• SEO Optimisation: Produced and optimized SEO-driven web pages and 20+ blog posts, boosting organic traffic by 12% and tracked report using Google Analytics• Ad Campaign Management: Launched and managed Meta Ads and Google Ads campaigns, achieving 196 mobile app installs and converting 13% into 25 loan applications.• Customer Support Enhancement: Developed a WhatsApp bot using Gallabox, reducing customer query response time.		
LIVE PROJECT			Dec 2023 – Mar 2024
	True Vastu		
Digital Marketing Specialist	<ul style="list-style-type: none">• Initiated a series of marketing campaigns including e-mail, digital print, social media.• Paid Ads Management: Managed campaigns (Google Ads & Meta Ads), resulting in a 24% increase in lead generation and a 9% reduction in cost per acquisition (CPA).• Market Research: Identified key consumer insights, customer demographics, preference and behaviours and make informed decision about product development & marketing strategy.• Social Media Marketing: Developed content strategy for True Vastu, increasing follower engagement by 25% and audience reach by 12% in 3 months.		
ACADEMIC PROJECTS			Apr 2023 – May 2023
	Institute of Technology, Nirma University		
Crop Price Prediction Using Machine Learning	<ul style="list-style-type: none">• Aims to support farmers and agriculture-dependent businesses with early crop price predictions through advanced data analysis for informed decision-making.• Employed robust Machine Learning techniques, including decision tree and random forest algorithms, to enhance crop price prediction accuracy.• Designed a user-friendly frontend using HTML, Material UI, and JavaScript, allowing data visualization and real-time interaction via a REST API.		
AWARDS & ACHIEVEMENT			
2 nd Rank in University Level Web Development Competition	<ul style="list-style-type: none">• Secured 2nd place in a University Level website competition hosted by ACES (Nirma University), outperforming more than 100 competing teams.• Design (Using Figma) and developed an award-winning website using HTML5, Tailwind CSS, JavaScript, and PHP, displaying proficiency in web development.		
EXTRA-CURRICUAR ACTIVITIES			
Environmental Conservation & Awareness Programs	<ul style="list-style-type: none">• Led an environmental conservation program at Rainbow Foundation, raising awareness and educating 150+ participants on sustainable practices.• Organized community clean-up drives and tree-planting activities, resulting in the planting of over 200 trees and significant waste reduction.		