

Joel Deniz D Souza

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EDUCATION

Manipal Institute of Technology, Bengaluru, Karnataka

B-Tech Engineering Computer Science Engineering Expected June 2026

● **Relevant Coursework:** *Database Management Systems / Network Security / Web Development / Data Structures and Algorithms / Cybersecurity Fundamentals*

PROFESSIONAL EXPERIENCE

Team Associate and Content Management Campus Ambassador

Intern FRND INDIA

May 2023- June 2023

● Developed original ideas for feature stories, promotional campaigns, and other types of media outreach initiatives.

C++ Developer

Intern CodSoft India

August 2023- September 2023

● I worked with a team to create software solutions using the C++ programming language. I helped design, implement, and test the software application's various features and functionalities. I gained hands-on experience debugging and troubleshooting code to ensure its effectiveness and usability.

Machine Learning Engineer Data Science Intern

Bharat Intern, India

July 2023- September 2023

● I gained a thorough understanding of many aspects of the field. I learned how to analyse and extract insights from large datasets using statistical techniques and programming languages such as Java and C. I gained hands-on experience using machine learning algorithms for classification, regression, and clustering tasks.

Business Development Associate Data Management Analyst Intern Cube India

May 2023- September 2023

● Tracking critical KPIs, project management, and presenting ideas all added to my skill set. The experience emphasized the importance of ethical business practices, adaptability in volatile marketplaces, and ongoing progress.

Marketing Strategy

Intern Corizo India

November 2023- December 2023

- I learned a wide range of skills and knowledge, preparing me for a career in the field. I learned about market research techniques, including how to analyse consumer behaviour, identify market trends, and evaluate competitor strategies. Through hands-on experience, I gained proficiency in using marketing tools and platforms such as Google Analytics.

Opinion Leader

Freelance Snap Inc

October 2023- January 2024

- I gained valuable knowledge about influencer marketing and social media strategy. I learned how to create engaging content that connects with my target audience and increases user engagement.
- Snapchat's analytics tools helped me understand my audience's demographics, behaviours, and preferences, allowing me to tailor my content more effectively.
- I also honed my storytelling and brand promotion skills by working with brands to create sponsored content that is relevant to both their messaging and my audience's interests.

Operations

Intern Megabits Advertisements

December 2023- January 2024

- I learned about many aspects of operations management, such as supply chain management, logistics, and process optimisation.
- Through hands-on experience, I learned how to analyse workflows, identify inefficiencies, and implement solutions to increase operational efficiency.
- I also learned about inventory management techniques, procurement procedures, and quality control measures.

Associate Intern

Intern NeoDocto India

January 2024 - February 2024

- I gained experience in a variety of tasks and responsibilities associated with the associate position, including client communication, project management, and data analysis.
- Collaborating with team members and supervisors exposed me to different perspectives and approaches, which improved my teamwork and communication skills.
- I also gained practical knowledge of industry-specific tools, software, and best practices, allowing me to effectively contribute to projects and initiatives.

Graphic Designer

Intern Sales Guru India

January 2024 – March 2024

- I worked on a variety of tasks and projects to improve my skills and gain real-world experience.
- I worked with the design team to conceptualise and create visual assets for a variety of uses, such as marketing materials, social media content, and website graphics.
- I learned how to translate ideas into visually appealing and impactful designs by working with design software such as Adobe Creative Suite (Photoshop, Illustrator, and InDesign).

Graphic Designer

Intern Kraft-Obench India

March 2024 – April 2024

- I had the opportunity to experiment with different design styles and techniques, which allowed me to broaden my creative repertoire and develop a distinct aesthetic.
- I experimented with typography, colour theory, and layout composition to create visually appealing designs that conveyed the intended message.
- In addition, I learned how important branding and visual identity are in marketing campaigns, ensuring consistency and coherence across all design assets.

Data Science Intern

Nexus InfoTech India

May 2024 – July 2024

- I worked on two significant projects: stock management prediction and breast cancer awareness. For the stock management prediction project, I collected and cleaned historical sales data, conducted exploratory data analysis (EDA) to identify patterns and trends, and built predictive models using machine learning algorithms like Linear Regression and Decision Trees.
- I optimized inventory levels to reduce overstock and stockouts and developed a dashboard using Tableau for visualization.

RELEVANT PROJECTS

Project – ‘BigMan’

AI-virtual assistant

January 2024 – April 2024

- An AI-virtual assistant, just like Siri, Alexa, and Google Assistant.
- It is a master JavaScript project that uses the JavaScript advance concept with the feature of converting text to speech and then using the natural language processing method to help understand BigMan, what the client is asking for, and then providing the web search result to the user.

PUBLICATIONS

- Coauthor of the Chapter entitled “Cyber Security Risks, Vulnerabilities and Counter Measures to Prevent Social Engineering Attacks” published in Social Engineering in Cybersecurity

<https://www.routledge.com/Social-Engineering-in-Cybersecurity-Threats-and-Defenses/H-L-V-V/p/book/9781032524405>

SKILLS & INTERESTS

Languages: Fluent in English, Hindi, and Konkani. Beginner in French.

Technical Skills: Database Management, Networking, Data Analysis, Graphic Designer, Web Development

Interests: Photography, Football, Swimming, Karate.