

SUMMARY

- Skilled in programming using Python (with Django Framework), C, Java, Tableau, REST API's. HTML, CSS; Exposure to Express JS and back-end, with working knowledge of NoSQL.
 - 5+ years of experience with Microsoft Office along with VBA; 1 year experience using CRM (Vtiger).
 - Exposure to working with engineering teams, product design and user driven software development.
 - Recognized leadership, research capacity and teamwork through head delegate role at Model UN team
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PROFESSIONAL EXPERIENCE

Lumos Learning, USA.

July 2022 - Present

Product Specialist

- Handled user experience research for the company's website and collaborated closely with an international cross-functional engineering team; Contributed to the UI testing effort for the website homepage.
- Served as project manager for UI/UX customer feedback effort and studied user patterns to optimize overall end user experience using middleware logging; Conducted research and documented competitor analysis.

Business Development Associate

October 2021 - July 2022

- Exceeded target customer conversions by 120% through innovative email outreach approach for a product with over 700,000 users; Trained two undergraduates in technical knowledge for similar roles and created a new onboarding strategy that saved 1 day of time for new hires.
- Led implementation of online sales strategies, client service, retention plans, and informed marketing strategies for pilot software called Knowledge Assistant targeted at associations.
- Coordinated high level partnerships, handled deal negotiations and served as point of contact for C-level Executives.

Self-Employed — Social Media Marketing, India.

October 2019 - December 2021

Social Media Manager

- Utilized social media management techniques to enhance establishments' social media presences, and promoting brand-focused interactive and engaging content.
 - Created an automated email newsletter bot with Python for each business which sent out content weekly engaging audiences and used analytics to improve content and user engagement.
 - Brought 150% increase in online exposure and persons reached with tangible results in business.
 - Managed 6 social media accounts and handled online marketing for 5 different restaurants and cafes.
 - Created marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules and SEO optimization.
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PROJECTS

Rubik's Cube 3-D Visualizer/Solver.

- Designed and implemented a versatile 3D Rubik's cube visualizer with interactive features using Python and data modelling library Matplotlib; Can take screenshots, undo steps, & solve cube.
 - Automated solving using one-click. Currently working on optimizing the algorithm and learning Machine Learning with NumPy to create the most time efficient algorithm.
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EDUCATION

Memorial University of Newfoundland, Canada.

12/24 (Expected)

Bachelor of Science. Concentration in Computer Science and Economics.