

# SAKSHI

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Product marketing enthusiast with 2+ years of experience in content, digital media & marketing, and SaaS storytelling. Skilled in Canva, Figma, and SEO, with a strong foundation in AI, DBMS, and user journey design. Passionate about tech, cross-functional collaboration, and impactful messaging.

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## Experience & Internships

- **Honorary Reporter – Korea.net – Korean Culture and Information Service (KOCIS)**  
*May 2023 – Present | Remote*  
Authored cultural articles and blogs to promote Korean culture globally through digital media.
  - **Brand Story Copywriter Intern – TTBTE**  
*Oct 2024 – Mar 2025 | Remote*  
Collaborated with early-stage startups on GTM strategy, business storytelling, and brand messaging aligned with user value.
  - **Content Marketing Intern – Wylo**  
*Apr 2024 – Sep 2024 | Remote*  
Created user-centric content and SEO-driven blogs to support inbound marketing and funnel growth.
  - **DBMS Project Intern – Hindustan Aeronautics Limited (HAL), LCA Tejas Division**  
*May 2024 – Jun 2024 | Bengaluru, On-site*  
Developed a warranty management system using Streamlit and Oracle DB, improving internal process automation.
  - **Content Writer Intern – OtakuKart**  
*Mar 2023 – Mar 2024 | Remote*  
Wrote entertainment-focused content, improving reach through SEO and audience engagement techniques.
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## Education

- **Bachelor of Engineering in Computer Science**  
HKBK College of Engineering, Bangalore  
*Expected Graduation: 2026*
- **High School - 12th Grade (PCMC)**  
Kendriya Vidyalaya NAL Campus, Bangalore  
*Completed: 2022*

## Projects

- **Virtual Mouse Using Hand Gestures**  
Developed a computer vision-based mouse control system using Python, OpenCV, and MediaPipe.
- **AMC Warranty Management System using Streamlit and Oracle Database**  
Developed a Streamlit-based web app integrated with Oracle DB for managing machine warranties at HAL's LCA Tejas Division.
- **House Price Prediction Using Machine Learning Techniques**  
Built a regression-based machine learning model to predict house prices using features like location, size, and amenities.
- **IEEE Survey Paper** (Under Preparation)  
*Title:* Integrating Multi-Omics Data for Precision Medicine in Pharmacogenomics Using Deep Learning  
Researching deep learning and AI integration in healthcare. Learning to communicate complex technical solutions in a simple, benefit-led manner for real-world impact.

## Certifications

- **Fundamentals Of Digital Marketing** – Interactive Advertising Bureau Europe
  - **Figma UI/UX Workshop** – GrowthSchool (2024)
  - **Enhancing Data Insights & Image Analysis** – HKBK College of Engineering
  - **TOEFL iBT Score of 100/120** – ETS TOEFL
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## Marketing & Product Skills

- **Product Storytelling with User Journey Mapping**
- **SEO & Funnel Optimisation**
- **AI Messaging & Conversion Content**
- **Tools:** Figma, Git, Canva, MS Excel, Google Workspace, Microsoft Office Suite
- **Soft Skills:** Time Management, Communication, Quick Learning, Teamwork, Adaptability

## Technical Skills

- **Languages:** Python, SQL, HTML, CSS, JavaScript
  - **Libraries:** OpenCV, MediaPipe, Streamlit
  - **Database:** MySQL, PL/SQL, Oracle
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## Additional

- **Languages:** English, Kannada, Hindi
- **Interests:** Writing, Design, Classical Bharatanatyam Dance, Theatre Art