

MANSI VERMA

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PROFESSIONAL SUMMARY

Passionate problem-solver and aspiring software engineer with a knack for coding and a love for innovation. Strong knowledge and experience on Object Oriented Programming (OOPS), Database Management System (DBMS), Operating System (OS) and Data Structure and Algorithm (DSA). Good communication, analytical and interpersonal skills; ability to be a team player as well as an individual contributor.

EDUCATION

B.Tech in Computer Science Engineering	2021 - 2025
Guru Gobind Singh Indraprastha University, New Delhi	CGPA: 9.4/10
St. Mary's Sr. Sec. School, Haridwar	2020
Class 12th in PCM (CBSE)	94.8%
St. Mary's Sr. Sec. School, Haridwar	2018
Class 10th (CBSE)	95.6%

KEY SKILLS

Programming Languages: C++, C, Python.

Technologies: HTML, CSS, JavaScript, React, Express.js, Node.js, Machine Learning algorithms.

Query Languages: MySQL (for structured data), MongoDB (for non structured data) .

Core Competencies: Data Structure and Algorithms, Object Oriented Programming, Database Management System. **Soft Skills:** Problem-solving, Team Collaboration, Communication. Problem-solving attitude.

ACHIEVEMENT

- **Finalist in Smart India Hackathon 2024**, focused on bridging the Indian diaspora with local artisans. Developed a platform to promote collaboration with 219 countries, boosting artisans' income by expanding their reach to global markets while ensuring quality and timely delivery of authentic, handcrafted products.

EXPERIENCE

- **Technical Content Writer at Geeks For Geeks** July'23-June'24
Authored around 10 in-depth technical articles by conducting comprehensive research to ensure content accuracy and relevance, providing valuable resources for a diverse audience of developers and tech enthusiasts.
- **Web Development Intern at The Sparks Foundation.** Oct'23-Nov'23
Worked on building full-stack web applications, gaining practical experience in both front-end and back-end development. Enhanced skills while contributing to the development of scalable, responsive websites.

PROJECTS

WeChat - LINK

- Engineered a real-time messaging platform with **Bcrypt-powered authentication** for enhanced security.
- Leveraged **React** for a dynamic UI and **Node.js** for a scalable, high-performance backend. Utilized **MongoDB** for seamless, low-latency data storage and effective retrieval and updation of data.
- Integrated **Socket.io** for ultra-fast, cross-device communication and implemented **JWT** for secure, stateless session handling, ensuring optimal user experience and enhanced satisfaction.

Gemini Pro - LINK

- Designed a next-gen, AI-powered **React** application, inspired by Google Gemini, to tackle real-world user challenges.
- Delivered a sleek, responsive UI using **HTML, CSS, and React** for an unparalleled, frictionless user experience.
- Integrated advanced task management and collaborative tools to supercharge productivity and user engagement.

Customer Segmentation Analysis

- Developed a data-driven **customer segmentation model** to elevate marketing performance and revenue growth.
- Harnesses the power of **K-Means clustering** to strategically segment customers by high-value metrics such as Annual Income and Spending Score, utilizing the **Elbow Method** for optimal cluster refinement.
- This AI-powered approach maximizes customer engagement and fuels hyper-targeted marketing, delivering actionable insights.