

DEEPANSHU LATHAR

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SUMMARY

Startup-focused Computer Science undergraduate skilled in product execution, growth systems, and analytics. Demonstrated impact including **35% retention improvement** and **500+ organic user acquisition** through data-driven experimentation and cross-functional execution.

EDUCATION

B.Tech — Computer Science and Engineering

2024 – 2028

Lovely Professional University

SKILLS

Programming C++, Python, JavaScript, SQL

Product Tools Growth Strategy, User Acquisition, Feedback Systems, Market Analysis

Analytics GitHub, Linux, VS Code, Google Workspace

Certifications Funnel Analysis, Data Interpretation, Excel

Deloitte Data Analytics • Digital Marketing • C Programming

EXPERIENCE

Founder's Office

Jul 2025 – Present

Picapool (IIT Hyderabad-based Startup)

New Delhi

- Increased retention by **35%** via structured user journey analysis.
- Onboarded **500+** users through organic acquisition strategy.
- Built feedback loops connecting user insights directly to product teams.
- Conducted competitor research influencing roadmap priorities.

Founder's Office

Jan 2026 – Present

UniLyf (UK-based Startup)

- Built pre-launch campus community of **50+ early adopters**.
- Coordinated distributed team of **6** across growth + content.
- Designed phased GTM rollout starting with campus deployment.

Content Writer

Jan 2026 – Present

Lovely Professional University — Admissions Division

- Produce **10+ SEO articles/month** translating policies into student-friendly content.
- Create engagement-focused content improving applicant clarity.

PROJECT

Vehicle Pollution Monitoring System — Built ESP32-based IoT system monitoring real-time emission parameters with live dashboard, reducing manual inspection dependency and enabling continuous tracking.

LEADERSHIP

HR Coordinator

Mar 2025 – Present

Department of Student Organisation — LPU

- Built onboarding workflow infrastructure for **225+ student organizations**.
- Designed systems for volunteer allocation and event staffing.
- Promoted from Event Coordinator within **4 months**.