Sai Lohita Palathirthapu

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EDUCATION

Master of Science in Engineering/Industrial Management   **August 2024 - Present**
University of North Carolina at Charlotte, Charlotte, NC (3.5 / 4.0 GPA)

Bachelor of Technology in Computer Science and Engineering   **August 2020 - July 2024**
Lovely Professional University, Phagwara, Punjab, India
Specialization: Full Stack Web Development (8.44 / 10 CGPA)

SKILLS

Languages: Java, Python · **Web Technologies:** HTML, CSS, Java Script, Bootstrap, ReactJs · **Database:** PostgreSQL, MySQL ·
Digital Marketing Skills: Digital Marketing Strategy, Google Analytics / Console, Search Engine Optimization (SEO) - On Page &
Off Page, Social Media Marketing (SMM), Youtube Video Creation, Email Marketing · **Digital Marketing Tools:** Moz, Similarweb,
Ahref, SEMrush, Uber Suggest, Screaming Frog, Buffer, Hootsuite

PROJECTS

Digital Marketing Of Businesses   **June 2024 - August 2024**
Used: Moz, Similarweb, Ahref, SEMrush, Uber Suggest, Screaming Frog, Canva
Crafted digital marketing strategies for US and Indian restaurant clients, resulting in over 40% growth in website traffic
within six months; enhanced brand visibility across key online platforms to attract new patrons.

Waggin' Tails 🔗   **February 2023 - March 2023**
Used: HTML, CSS, BootStrap, JavaScript.
Proposed and developed a user-friendly pet play date website to connect pet owners for arranging enjoyable play dates,
promoting social interaction, and increasing pets' physical activity; coordinated with the Google WE team to implement
improvements, enhancing platform usability and engagement.

Coffee Shop 🔗   **March 2022 - May 2022**
Used: HTML, CSS, BootStrap, JavaScript (Data Structure - Arrays).
Executed a user-friendly coffee shop website to bridge coffee lovers with unique blends and cafes seeking an online
presence; facilitated seamless connections, enabling users to explore and enjoy premium brews effortlessly.

EXPERIENCE

Digital Marketing Executive   **August 2023 - June 2024**
Intellipaat Software Solutions Pvt. Ltd., Bangalore, India
- Implemented comprehensive on-page and off-page SEO strategies, driving organic traffic growth by 40%-50% within
  seven months through keyword optimization and content enhancement techniques to improve SERP visibility.
- Followed the best Social Media Marketing (SMM) practices the company's Instagram followers grew from 25k to 80k.

Software Developer Intern   **June 2022 - July 2022**
Growth Natives Pvt. Ltd., Mohali, India
- Designed high-impact client-specific websites employing foundational technologies such as HTML and CSS alongside
  frameworks like Bootstrap; efforts led to a notable average site engagement boost of 30% for every project launched.
- Collaborated closely with UI/UX designer team to refine website layouts and enhance user experience.

CERTIFICATION

The Complete Python Pro Bootcamp **|** AWS Associate Certification **|** Web Development Bootcamp

LEADERSHIP/EXTRACURRICULARS

Co-Head | Gravity   **August 2021 - August 2023**
- Spearheaded a month-long hackathon attracting over 8,000 participants and featuring an intense 10-day tech fest
  with a continuous Capture The Flag (CTF) competition, showcasing collaboration with esteemed nationwide experts.
- Coordinated two specialized technical workshops along with three interactive community events, resulting in
  improved attendee engagement levels through systematic collection of insights that guided future event strategies.

SCOLARSHIP

Google TS WE Scholar'21 🔗   **April 2021 - March 2023**
Secured one of the 200 coveted seats in the Women Engineers (WE) program, supported by Google. Had 100% fee
scholarship and ₹1,00,000 cash scholarship.