



# Madhava Koppu

## Contact

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- Hyderabad

## About Me

I am a passionate and dedicated engineering student with a strong interest in frontend development and digital marketing. I am a quick learner and always looking for new challenges and opportunities to grow.

## Skills

- Web development
- Digital Marketing
- Artificial intelligence
- Generative AI Development
- Generative AI Tools
- SEO
- Python

## Education

- B.Tech, Computer Science & Business Systems**  
*Vignana Bharathi Institute Of Technology* 2023 - 2027  
A unique B.Tech program that integrates core computer science fundamentals with essential business management principles, designed to build solutions that are both technologically sound and commercially viable.
- Secondary Schooling**  
*Delhi Public School* 2016 - 2023  
Completed schooling with 82% under the CBSE board.

## Experience

- Product Management • Internship**  
*Teachnook, Virtual* Sep 2024 - Oct 2024  
As a Product Manager, I developed market-aligned strategies, led cross-functional teams to improve features, optimized user experience through data analysis, and executed launch plans to drive engagement.
- Digital Marketing • Internship**  
*Teachnook, Virtual* Aug 2024 - Oct 2024  
Digital Marketing Manager specializing in SEO, content strategy, and brand consistency. Led cross-functional collaboration and data-driven campaigns to increase visibility, engagement, and conversions.

## Projects

- Gemini Landmark Description App**  
*Skills: Generative AI, Machine Learning, Python, Flask,*  
Developed an AI application that generates landmark descriptions using the Gemini API, enhancing visual recognition use cases.
- Agriai-Pest Detection and Crop-Specific Advisory**  
*Skills: Generative AI, Machine Learning, Python, Flask,*  
Designed a machine learning solution for pest detection and crop-specific advisory to support small and marginal farmers.
- SHELeadsIndia Brand Development and Growth Strategies**  
*Skills: Digital Marketing, Social Media Marketing, Lead Generation, Funnel Optimization*  
Developed the SHELeadsIndia platform for women entrepreneurs with 3+ years of experience, focusing on brand building, lead generation, and funnel optimization to drive growth and empowerment.