



Madhava Koppu

Contact

- +91 7981428675
- mmad46052@gmail.com
- 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.