

Shubham

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EDUCATION

- **VIT Bhopal University, Bhopal, Madhya Pradesh**
Bachelor of Technology in Computer Science & Engineering
CGPA: 8.16
August 2021 – June 2025
- **Kendriya vidyalaya mathura refinery**
Higher Secondary Certificate (HSC)
Percentage: 77.8%
2020
- **Kendriya vidyalaya mathura refinery**
Secondary School Certificate (SSC)
Percentage: 73.4%
2018

SKILLS

- **Business Development:** Market Research, Lead Generation, Client Relationship Management
- **Sales & Marketing:** B2B Sales, Negotiation, Brand Positioning, Social Media Marketing
- **Strategy:** Competitive Analysis, Growth Strategies, Partnership Development
- **Data & Analytics:** CRM (Salesforce, HubSpot), Google Analytics, Excel, Data-Driven Decision Making
- **Project Management:** Agile & Scrum, Stakeholder Management, Risk Assessment, Project Planning, Workflow Optimization
- **Soft Skills:** Communication, Public Speaking, Team Collaboration, Leadership

WORK EXPERIENCE

- **Developer Networking Program**
Present
DevCode Community — Nov 2024 –
Established a mentorship program connecting experienced developers with beginners.
Organized panel discussions, Q&A sessions, and networking meetups to foster collaboration.
Managed social media campaigns to promote developer success stories and engagement.
- **Visual Storytelling Campaign**
Insights Cub — Nov 2023 – Jan 2024
Created engaging visual content for brand awareness and community engagement.
Edited and curated images to align with the brand's aesthetic and messaging
Worked closely with the marketing team to craft compelling narratives through photography.

PROJECTS

- **Brand Engagement Analytics**
2024
Developed a system to monitor and enhance brand engagement strategies.
Set up a scalable structure for analyzing audience interactions and feedback.
Designed a user-friendly dashboard to track engagement metrics in real-time.
- **Customer Sentiment Analysis**
2024
Created a tool to analyze customer sentiments using feedback and reviews
Developed a structured backend to ensure smooth data processing.
Deployed the project on the cloud for easy access and scalability.

ACHIEVEMENTS & LEADERSHIP

- Selected for GRID 6.0 Hackathon, developing AI-driven quality control solutions.
- Finalist in Graph-E-Thon, showcasing data visualization and graph-based solutions.
- Led marketing and outreach as **Community Manager** at DevCode, growing the community to 500+ members.

OTHER INFORMATION

- **Languages:** English (Professional), Hindi
- **Hobbies:** Reading history, Running in the evening.