

D V N Mrudhvik

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SUMMARY

As a purpose-driven EdTech professional with over 7 years of experience, I have transformed technology adoption in educational institutions across India by blending analytical thinking with creative outreach. I have empowered students with limited digital access to engage in quality learning through innovative systems and resilient strategies. In the past few years, my work has significantly increased educational access, reflecting my dedication to impactful, inclusive education.

"I've worked with Mrudhvik for 7–8 years and have always found her to be hardworking, dependable, and eager to learn. She takes full ownership of her work, adds value through thoughtful improvements, and brings a positive, collaborative spirit to any team." ~ Ravi Shankar, Outreach Manager, Virtual Labs Project, IIIT Hyderabad, India.

SKILLS

Learner Engagement & Enablement: Workshop execution, Student & faculty empowerment, Content creation, User engagement tracking, Logistics optimization, Onboarding support, Designed certificates for students & faculty

Visual Communication & Content Design: Poster, banner designs for social media marketing, Story visualization, Awareness materials, Managed Twitter, Facebook & Instagram promotion

Tools: Canva, Adobe XD, Figma, PowerPoint

Analytics & Reporting: GA4 monitoring, Data migration, Outreach portal management, Bug tracking, Response automation (60% efficiency) **Tools:** GA4, Elasticsearch, Excel

Technical Coordination: Developer–tester–outreach sync, Cross-team collaboration, Deliverables monitoring, Worked with AI tools (ChatGPT, GitHub Copilot, Cursor AI) for converting experiments from PHP to JS and developing new experiments

EXPERIENCE

Mid-Level Project Engineer

Hyderabad, India

Jan 2017 - till date

Began as an Intern during the final semester of post-graduation and transitioned into a Project Engineer role, eventually promoted to Mid-Level Project Engineer based on consistent performance and initiative in driving Edtech adoption.

- Spearheaded tech adoption in 100+ colleges through tailored outreach, boosting virtual lab engagement.
- Streamlined internal reporting dashboards, improving issue resolution efficiency by 60%.
- Migrated and standardized outreach data to IIT Bombay's portal, enhancing data accuracy and transparency by 78%.
- Leveraged GA4 to track regional user engagement, enabling targeted outreach and doubling impact.
- Designed visual content that elevated lab visibility and showcased success stories, improving recognition by 80%.
- Coordinated cross-functional teams, accelerating delivery timelines by 60%.
- Developed and maintained outreach content libraries, supporting scalable awareness campaigns.
- Researched engagement patterns and proposed 3 new outreach strategies, which boosted user engagement by 50%+.
- Preserved 5+ years of workshops data through structured migration, reducing data loss by 80%.
- Boosted analysis efficiency by 65% through automation of response insights.
- Improved workshops logistics tracking, cutting follow-up delays by 40%.
- Modelled institutional engagement strategies, doubling outreach effectiveness in key regions.

EDUCATION

Master of Science in Information Technology

HYDERABAD, INDIA

International Institute of Information Technology (IIIT-H), CGPA: 8.06

2015 - 2017

Bachelor of Technology in Computer Engineering

Hyderabad, INDIA

Joginpally B R Engineering College, Percentage: 70.90%

2011-2015

CERTIFICATIONS

- **Prompt Engineering for Project Management using ChatGPT** – *Coursera (offered by Vanderbilt University)*, **Certifying Authority:** Coursera / Vanderbilt University.

PUBLICATIONS AND ADDITIONAL INFORMATION

- L1. R. S. Pillutla, et al. "Enhancing Virtual Labs Usage in Colleges," 2019 IEEE Tenth International Conference on Technology for Education (T4E)
 - 2. L. M. Sanagavarapu, R. S. Pillutla, et al. "An SE Approach for CoCo Learning of Virtual Labs," 2020 IEEE 32nd Conference on Software Engineering Education and Training (CSEE&T)
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