NEEL TAMBE

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EDUCATION

Manipal Institute Of Technology   Bangalore, India
Bachelor of Technology in Computer Science and Engineering: CGPA- 9.00   Jun 2023 – Jun 2027
Sri Chaitanya PU College   Bangalore, India
CBSE Grade 12 :Percentage-82%   Mar 2022 – Mar 2023
Sri Chaitanya Techno School   Bangalore, India
CBSE Grade 10 :Percentage-91%   Mar 2020 – Mar 2021

EXPERIENCE

Brand Marketing Intern | Groww
    Dec 2025 – Present

- Developed and conceptualized novel campaign ideas to enhance company **branding**.
- Executing a large-scale **campaign drive** which will target various colleges across India.

Perplexity Campus Ambassador | Manipal Institute of Technology, Bangalore
    Aug 2025 – Dec 2025

- Led **on-campus marketing and brand awareness campaigns** for Perplexity's **AI-driven platform**, increasing **student engagement** through strategic outreach.
- Collaborated with **cross-functional teams** to organize events and digital promotions, demonstrating strong **teamwork**, **leadership**, and **project management** skills.
- Delivered presentations and product demos, strengthening **communication** and **public speaking** skills.

Marketing Intern - Sigrid Spectrum Consultant Pvt Ltd (Sendit) , Bengaluru, India
    Jun 2025 – Jul 2025

- Enhanced **LinkedIn and digital marketing presence**, increasing B2B engagement by **28%** through targeted content and social media marketing strategies.
- Executed **SEO optimization and email marketing campaigns** using tools like **Mailchimp** and **Sender.net**, boosting organic reach and lead nurturing.
- Designed and maintained a **data-driven website** with performance tracking via **Google Analytics** and automated workflows using **Google App Script**.

Social Media Manager - Vedantu, Bengaluru, India

    Jun 2021 – Nov 2021

- Led cross-platform **social media marketing campaigns** for NEET and JEE programs, boosting engagement and strengthening **brand loyalty**.
- Developed and executed **targeted digital content strategies** to ensure consistent brand messaging and audience trust.
- Built and nurtured an **active online community**, fostering long-term relationships with students and parents to enhance retention and advocacy.

TECHNICAL SKILLS

Digital Marketing: SEO, Email Marketing, Social Media Strategy, Google Analytics, Mailchimp, Sender.net
Analytics & Data: Marketing Analytics, A/B Testing, SQL, Python (Pandas, NumPy, Matplotlib),PowerBI
Other: Content Strategy, Brand Engagement, Marketing Automation
Web & Tools: HTML, CSS, JavaScript, React, Firebase, Google Apps Script, Figma, Web3Forms

PROJECTS

Jul 2025

Logistics Company B2B Website | Live at sendit.co.in

- Developed and deployed a **responsive B2B website** using **HTML, CSS, JavaScript, and Web3Forms**, improving **client onboarding efficiency by 40%**.
- Designed **service-focused pages** and a clear navigation structure to enhance **user experience and lead conversion**.
- Integrated **automated lead capture and email notifications** via **Google Apps Script**, streamlining data tracking and client communication.

Aug 2025
LockerFox - Secure, Zero-Knowledge Password Manager | Live at Lockerfox

- Built a **full-stack secure web app** using **Next.js, TypeScript, and Firebase**, ensuring **client-side encryption** and complete **data privacy**.
- Designed a **responsive, user-focused interface**, reducing bounce rate by **22%** and improving **user retention** across platforms.
- Implemented advanced features like **password generation** and **end-to-end encrypted data sharing** to enhance trust and usability.

PROFESSIONAL CERTIFICATIONS

- **Assess for Success: Marketing Analytics and Measurement – *Google* (Grade: 98.12%)**   **Link**
- **Attract and Engage Customers with Digital Marketing – *Google***   **Link**
- **From Likes to Leads: Interact with Customers Online – *Google* (Grade: 95%)**   **Link**
- **Make the Sale: Build, Launch, and Manage E-commerce Stores – *Google* (Grade: 96.25%)**   **Link**
- **Think Outside the Inbox: Email Marketing – *Google* (Grade: 93%)**   **Link**
- **Foundations of Digital Marketing and E-commerce – *Google* (Grade: 96.15%)**   **Link**
- **Fundamentals of Digital Marketing – *Google (Grow with Google)***   **Link**
- **Social Media Marketing – *HubSpot Academy***   **Link**
- **Introduction to Project Management – *IBM* (Grade: 97%)**   **Link**