


# MEDHA SINHA

Patna, Bihar

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## EDUCATION

**Durgapur Institute of Advanced Technology & Management**

**2018 – 2022**

*B.Tech - Computer Science and Engineering - CGPA - 8.63*

*Durgapur, West Bengal*

## INTERNSHIP

**Business Development Intern | Axai**

**Oct 2023 - Jan 2024**

- Identify and onboard influencers to promote AXAI's AI-generated travel plans.
- Coordinate with influencers to align their promotional efforts with AXAI's marketing strategies.
- Manage referral programs, influencers catalogs, and customer conversions through referral links.

## PROJECTS

**Study on Cloud Energy Optimization**

**Feb 2022 - May 2022**

- Conducted a theoretical exploration of cloud service impact on energy consumption.
- Utilized Jupyter Notebook for simulated data visualization of energy-efficient strategies.
- Proposed theoretical frameworks for future optimization in cloud computing.

## TECHNICAL SKILLS

- Python
- Digital Marketing
- SEO
- Microsoft Office

## SOFT SKILLS

- Problem Solving
- Teamwork
- Communication
- Time Management

## CERTIFICATIONS

- Fundamentals of Digital Marketing - Google
- Content Led SEO - Semrush Academy
- Advanced Content Marketing - Semrush Academy
- Digital Marketing Course - Hubspot Academy

## ACHIEVEMENTS

- Selected as Campus Ambassdor of my college for Techfest, IIT Bombay.
- Secured 2nd runner up in IntraSchool dance competition.

## EXTRACURRICULAR

**Marketing Head at Region of cognitive activities, DIATM**

- Negotiated with sponsors for funding the robotics events in college.
- Collaborated with various colleges to initiate an inter-college robotics event.

**Executive Member at NSS**

- Organised and participated in blood donations campaigns.
- Worked for building a clean ecosystem in the hostels.

**Executive Member at Dance Society, DIATM**

- Organised and managed the cultural events happening in the college.