

# MRIDUL GROVER

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## PROFESSIONAL SUMMARY

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I work at the intersection of **technology and management**. I turn open-ended problems into shippable solutions—scoping with **stakeholders**, prototyping, and owning results end-to-end. I also use **Generative AI** for faster **research synthesis**, **competitive-analysis drafts**, **user-story/PRD first drafts**, and **automated reporting/visual summaries**. Seeking a **product** or **consulting** internship to learn quickly and ship practical, measurable improvements.

## SKILLS

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**Technical:** Python, SQL, C/C++, Java, JavaScript, HTML/CSS, Streamlit, scikit-learn, Pandas, NumPy, Plotly, Tkinter

**Business & Product:** Business Analysis, Market Research, Product Strategy, Data Visualization, Stakeholder Management, Operations

**Tools:** Git, Power BI, Canva, DaVinci Resolve

## EXPERIENCE

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### Poppy Seeds Communication

Onsite — New Delhi, India

Intern — Product & Marketing Strategy

May 2025 – Jul 2025

- Executed **market research** on target segments and content formats; insights informed campaign roadmap and lifted engagement by ~ 20%.

- Built weekly KPI tracker and **insight briefs** (reach, CTR, save/share rates); improved decision turnaround **time** and reduced rework.

- Benchmarked competitor strategies and contributed positioning ideas adopted in client pitch decks.

- Introduced a 1-page campaign summary to speed reviews; increased cross-team alignment during weekly stand-ups.

### Muskurahat Foundation

Remote

Operations Intern

Jun 2024 – Jul 2024

- Mapped donation/outreach workflow and standardized reports; reduced preparation time by ~ 15%.

- Coordinated across outreach, partnerships, and finance to drive **process improvements** and status visibility.

- Designed volunteer onboarding checklist, cutting average training time from 3 days to 2 days.

- Created a basic dashboard of outreach metrics, enabling weekly progress reviews without manual compilation.

### SEDS VIT — StarParty (Flagship Astronomy Event)

Vellore, TN

Event Coordinator

2022 – 2024

- Led a 10-member team; managed logistics and registrations for **500+ participants**.

- Negotiated sponsorships and coordinated with astronomy clubs; increased partner engagement year-over-year.

- Optimized registration-desk flow; reduced peak-time queuing with a revised two-lane layout.

## PROJECTS

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### Data-Viz Kit (Streamlit)

- Dataset-agnostic app that converts CSVs into **decision-ready visuals** (trends, distributions, Top-K category mix) with one-click export.

- Implemented **role-mapping** (Time/Metric/Category/ID), filters, and IQR outlier trimming; design adaptable to consulting/product dashboards. *Python, Streamlit, Pandas, Plotly, Pydantic, PyYAML*

### Bias Detector

- Prototype to flag **toxicity, stereotypes, factuality** using TF-IDF + Logistic Regression; supports single-text and batch CSV with export.

- Deployed on Streamlit Cloud with pinned environment for **reproducibility**. *Python, scikit-learn, Pandas*

### QR Code Generator

- Tkinter GUI to generate QR codes from URLs/text; configurable size/border; packaged for quick demos.

- Used in demo workshops enabling non-technical users to test QR workflows. *Python, qrcode, Pillow*

## EDUCATION

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### Vellore Institute of Technology

Vellore, Tamil Nadu

B.Tech in Computer Science & Engineering (Specialization: Information Security)

Expected Jul 2026

**CGPA: 8.30/10**

*Relevant Coursework:* Data Structures & Algorithms; DBMS; Computer Networks; Probability & Statistics; Information Security

### Amity International School, Sector-46

Gurugram, Haryana

CBSE

2020 & 2022

**X: 94.2% — XII: 94.2%**

## LEADERSHIP & ACHIEVEMENTS

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**Winner** — Natyashastra Stage Play (BITS Hyderabad '25), **Best Director** (Riviera '25), Stage Play (IIT-Madras Saarang '24);  
**Runner-up** — Mime (IIT-Madras Saarang '25).