

Prajwal Wadhai

Computer Science Student

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B.E in Computer Science

Government College of Engineering Chandrapur (GPA: 3.6/4.0)

May 2022

Class 12th Boards

Bhagwantrao College of Science (GPA: 3.6/4.0)

May 2020

KEY SKILLS

C

C++

Java

Data Structure & Algorithm

Operating System

OOPs Concept

DBMS

Web Development

Git & GitHub

SQL

Machine Learning

ReactJs

PERSONAL PROJECTS:

NewsMonkey App

React.js Project

September 2022–Present

- Manage digital sales and streaming accounts to improve **brand positioning** and growth
- Source and **develop new strategic partnerships**, social engagements, and **advertising opportunities** that generate new revenue streams
- Collaborate with **internal departments** to execute national advertising campaigns, plan global digital distribution, and re-deploy a **1M+ consumer sales and marketing database**

Momo Software, New York, NY

Digital Marketing Associate

June 2017–August 2019

- Worked with **management** to develop and apply **digital marketing** plans with a focus on driving **acquisition and conversion**
- Devised and implemented robust digital **acquisition plans**, ensuring precision in financial reporting, **budgets**, and **forecasts**
- Increased conversions by **15% from** paid sources (PPC, Grant, Display, and VOD)
- Enhanced conversion rates by **12% via A/B** testing landing pages for a **better performing** conversion funnel

Kingston Digital, New York, NY

Marketing Intern

June 2016–May 2017

- Helped research, write, and edit blog posts for **Kingston's website**
- Determined relevant keywords and **entities for pages** using Semrush, Ahrefs, and Page Optimizer Pro

ACHIEVEMENTS:

- Secured 1st rank in Hackathon
- Winning CodeChif challenge in Codechif.com
- Co-ordinator of Azadi ka Amrit Mahotsav in GCOEC

EDUCATION

New York University, New York, NY

Bachelor of Arts, Communications, Honors: cum laude (GPA: 3.6/4.0)

May 2017
