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| Prajwal Wadhai  **Computer Science Student** | | **8767354165**  **prajwalwadhai55@gmail.com**  [**LinkedIn**](https://www.linkedin.com/in/prajwal-wadhai-29719b204/)  [**GitHub**](https://github.com/prajwalwadhai) | | | | | |
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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* | |
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| **KEY SKILLS** | | | | | | | |
| C++  C | | | | | | | |
| ReactJs  DBMS  OOPs Concept  Operating System  Data Structure & Algorithm  Java  Machine Learning  SQL  Git & GitHub  Web Development | | | | | | | |
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| **PERSONAL PROJECTS:** | | | | | | | |
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| **NewsMonkey App**  React.js Project | | | *September 2022–Present* | | | | |
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| * 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** | | | | | | | |
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| **Momo Software, New York, NY**  *Digital Marketing Associate* | | | | *June 2017–August 2019* | | | |
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| * 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 | | | | | | | |
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| **Kingston Digital, New York, NY**  *Marketing Intern* | | | | | *June 2016–May 2017* | | |
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| * 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:** | | | | | | | |
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| * Secured 1st rank in Hackethon * Winning CodeChif challenge in Codechif.com * Co-ordinator of Azadi ka Amrit Mahotsav in GCOEC | | | | | | | |
| **EDUCATION** | | | | | | | |
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| **New York University, New York, NY**  *Bachelor of Arts, Communications,* Honors: cum laude (GPA: 3.6/4.0) | | | | | | *May 2017* | |
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