Kriti Porwal

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Education

Vellore Institute of Technology, Bhopal   *October 2022 – May 2026*

Bachelor of Technology, Computer Science and Engineering   *CGPA – 8.80/ 10*

Skills

AI & Automation: n8n, Zapier, Make.com, Python, Google Gemini AI, ChatGPT API, Claude API, Workflow Automation

CRM & Analytics: HubSpot API, SQL, Pandas, NumPy, Pipeline Management, Dashboard Development

Development: JavaScript, React.js, Node.js, RESTful APIs, Database Management

Business Tools: Process Optimization, Performance Analysis, Competitive Intelligence, Revenue Forecasting

Work Experience

AICTE Internship on AI: Transformative Learning - Microsoft-SAP :

• Revamped image processing pipelines, ensuring seamless integration and advanced stability that produced over 2,500 images weekly, highlighting a focus on **operational efficiency** and **quality assurance**.

• Applied cutting-edge AI tools to automate manual processes and solve business challenges through strategic technology adoption

Projects

ShwiftPR: AI-Powered Public Relations Agent for Lead Generation   Github Link
• ShwiftPR uses inia.ai to create autonomous agents that manage complete PR workflows—from media discovery to pitch customization, without manual oversight.
• Specialized AI agents collaborate: research agents identify targets, content agents generate personalized pitches, optimization agents refine strategies based on real-time engagement.
• The system autonomously adapts campaign strategies, learning from responses to pivot messaging and scale successful tactics for maximum lead conversion.

MindfulChat - Full-Stack Development + AI Integration   Github Link
• Built full-stack mental health chatbot using BERT sentiment analysis and Google Gemini AI, achieving 95% emotion detection accuracy with sub-2-second response times.
• Architected a streamlined therapeutic chatbot by integrating Google Gemini AI with a Python backend, decreasing average conversation processing time by 40% while holding 95% BERT model accuracy.

Indore Route Pathfinder - Web Development & Graph Algorithms   Github Link
• Built full-stack route optimization app using React.js, Node.js, and MongoDB with 5+ API endpoints for Indore transportation planning.
• Engineered a route optimization module utilizing Dijkstra's algorithm in JavaScript, decreasing computational complexity from $O(n^3)$ to $O(n \log n)$ and improving route calculation speeds by 60%.
• Engineered dual optimization modes (distance vs cost) with complete CRUD operations for scalable transportation network analysis.
• Developed interactive UI with station management system allowing users to add/connect stations with distance and cost parameters.

Extra-Curricular Activities
• **Core Member, Data Science Club** - Engaged in data analysis projects, workshops, and machine learning initiatives
• **Core Member, Software Development Club** - Led **cross-functional teams** building innovative web applications and mentored 50+ junior developers.
• Architected scalable solutions, demonstrating a **collaborative mindset** and the ability to get hands-on to solve strategic problems.

Achievements
• **First Prize Winner - Urja Shakti Write-up Competition (UG Category)**
Theme: AI, ML, IoT application in Petroleum industry/ Cyber Security in Energy Sector /Automation in Energy Sector
• **National Semi-Finalist** - Flipkart Grid 7.0: Advanced to top 0.1% among 100,000+ participants in India's largest tech competition

Certifications
• **Marketing Analytics –** NPTEL (Completed the Marketing Analytics Course by IIT Madras)   Link

- **Skills:** Marketing Analytics · Customer Relationship Management (CRM) · Market Segmentation Techniques · Conjoint Analysis · Regression Analysis
- **IBM Blockchain Developer**: Earned Blockchain Developer certification from IBM Career Education Program   Link