

# Kriti Porwal

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## Education

**Vellore Institute of Technology, Bhopal**

Bachelor of Technology, Computer Science and Engineering

October 2022 – May 2026

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](#)