Rajeev Ranjan

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Professional Summary

Computer Science graduate with a specialization in E-commerce Technology, transitioning into technical sales and business development. Passionate about bridging the gap between complex technical solutions and business goals. Possesses a strong foundational understanding of enterprise ecosystems, including **ERP** solutions and cloud computing models such as **SaaS, PaaS, and IaaS**. Leveraging strong analytical skills, team leadership experience, and communication abilities to drive client success and sales growth.

Education

Vellore Institute of Technology   *2022 – 2026*

Bachelor of Technology, Computer Science and Engineering (Specialization in E-commerce Technology)

Current CGPA: **8.18**

Core Competencies & Skills

Sales & Interpersonal: CRM, PaaS, IaaS, SaaS, Technical Communication, Event Promotion, Public Speaking, Negotiation, Team Leadership.

Data Analysis & Tools: Power BI (Sales Reporting), Python (Data Analysis), SQL, MS Office Suite.

Projects

EI-matador: Financial Assistant Dashboard   *July 2025*

- **Driving Customer Wealth Creation:** Designed a strategic financial tool that analyzes user capital flow (income vs. expenditure) to deliver high-ROI investment roadmaps, directly enabling users to maximize savings and profitability.
- **Personalized Client Solutions:** Implemented a "Needs Analysis" feature that processes specific user financial inputs to tailor investment strategies, mirroring the consultative sales approach of understanding unique client financial health.
- **Financial Planning & Forecasting:** Transformed raw income/expense data into actionable profit-growth strategies, demonstrating the ability to provide data-backed recommendations that solve financial uncertainty.

SpamCheck: SMS Spam Detection Tool   *August 2025*

- **Building Trust & Safety:** Developed a 91% accurate spam filtering solution to protect users from unsolicited content, directly enhancing brand reputation and customer trust.
- **Reducing Churn:** Solved a critical user frustration (spam fatigue) by automating threat detection, a vital feature for improving long-term customer retention and satisfaction.
- **Delivering High-Performance Solutions:** Deployed the model as a low-latency service, demonstrating an understanding of enterprise-grade performance requirements and Service Level Agreements (SLAs).

Leadership & Extracurricular Activities

- **Team Lead in multiple hackathons:** Led cross-functional teams in high-pressure hackathon environments. Facilitated seamless communication and coordination between developers and designers, resolving conflicts to ensure timely product delivery and project success.
- **Volunteer, VIT iOS Club:** Spearheaded campus outreach initiatives to increase event participation. Successfully gathered crowds and promoted technical events to a diverse student body, demonstrating strong persuasion, networking, and community building skills.

Certifications

- NPTEL Global Marketing Management Certification
- NPTEL Modeling and Analytics for Supply Chain Management Certification