

# Roshan Mohapatra

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## Professional Summary

A highly motivated and skilled B.Tech (CSE - AIML) student with a strong foundation in data analysis, problem-solving, and project management. Proven ability to handle complex data-driven projects, collaborate effectively in teams, and deliver results-oriented solutions. Eager to leverage technical expertise to support marketing initiatives, enhance customer engagement, and contribute to innovative campaigns in a dynamic industry role.

## Skills

### Marketing & Digital Tools:

- **SEO & Content Creation:** Keyword research, on-page optimization, content strategy.
- **Social Media Marketing:** Platform management (Facebook, Instagram, LinkedIn), engagement tracking.
- **Analytics & Reporting:** Google Analytics, data interpretation, campaign performance metrics.
- **Market Research:** Competitive analysis, audience segmentation, trend forecasting.

### Technical & Transferable Skills:

- Python, FastAPI, RESTful APIs
- Data Analysis: Pandas, NumPy, Matplotlib
- Project Management: Agile methodologies, timeline management, stakeholder communication
- Communication & Collaboration: Cross-functional teamwork, client presentations, documentation

## Experience

### ML Research Intern, Institute of Life Sciences (ILS)

**Bhubaneswar, Odisha** | Dec 2024 – Feb 2025

- Assisted in developing ML models for cancer detection, handling large datasets and preprocessing complex data.
- Collaborated with researchers to integrate backend APIs and deploy solutions, enhancing data-driven decision-making.
- Gained experience in data analysis and problem-solving, applicable to marketing campaign optimization.

### Backend Developer Intern, NextTech

**Bhubaneswar, Odisha** | Feb 2025 – Present

- Developed REST APIs for a lyrics management platform, implementing secure authentication and role-based access.
- Worked on backend design and deployment, improving system scalability and user experience.
- Applied project management skills to coordinate with cross-functional teams, ensuring timely delivery.

## Projects

### Online Cancer Detection System

- Handled large-scale gene expression datasets and radiological images, demonstrating expertise in data preprocessing and analysis.
- Built REST APIs with FastAPI, showcasing backend development skills applicable to data-driven marketing tools.

### Lyrics Management Web App

- Designed a full-stack platform for multilingual lyrics management, focusing on user engagement and accessibility.

- Implemented JWT-based authentication and role-based access, improving security and user experience for marketing campaigns.

## Indian Language Transliteration API

- Developed a scalable API for multilingual text processing, highlighting problem-solving and technical adaptability.
- Applied language mapping logic to ensure cultural relevance in global marketing strategies.

## AI Career Suggestion Bot

- Created an ML-based tool for career recommendations, demonstrating NLP and data analysis skills.
  - Relevant to marketing roles requiring user-centric design and predictive analytics.
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## Education

### GITA Autonomous College

**B.Tech in Computer Science and Engineering (AI & Machine Learning)** | 2022 – Present

- Secured an average of 85% in 3 years.
- Coursework in machine learning, data science, and full-stack development.

### Kendrapara Public School

**12th** | 2020 – 2022

- Secured 85%.

### Kendrapara Public School

**10th** | 2020

- Secured 83%.
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## Certifications

- **Machine Learning** – Andrew Ng, Coursera
  - **REST API Development** – FreeCodeCamp
  - **AI for Everyone** – Coursera
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## Additional Achievements

- Successfully deployed multiple full-stack projects, showcasing project management and technical execution.
- Strong foundation in data analysis and problem-solving, applicable to marketing campaign optimization.
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