Reshma Suresh Babu

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EDUCATION

Cochin University of Science and Technology **Kerala, India**
Masters in Computer Science and Information Science (CGPA 9.26) *Aug 2014 - Jun 2016*

Mar Athanasius College of Engineering **Kerala, India**
B-Tech in Computer Science and Engineering (CGPA 7.98) *Aug 2010 - June 2014*

WORK EXPERIENCE

Swals Assist Hong Kong **Tsim Sha Tsui, Hong Kong**
Digital Marketing Executive *May 2019 - Sep 2020*

- Managed Website updates, Digital marketing campaigns, and Analytics report to increase traffic by 20%.
- Database management resulted in a 25% decrease in data entry time.
- Search engine optimization and social media marketing through engaging contents and effective target marketing.

Government College of Engineering, IHRD Cherthala **Kerala, India**
Assistant Professor *Aug 2017 - Apr 2018*

- Trained subjects like Data mining, Computer architecture, Python, and DBMS to 100+ students.
- Created course materials including syllabi, assignments, and exams.

Michael's Institute of Management and Technology **Kerala, India**
Assistant Professor *Jun 2015 - Mar 2017*

- Main subjects are Computer architecture, Statistics, Mathematics, and Database Management systems.
- Delivered lectures and led classroom discussions

KEY SKILLS

- **Microsoft Office** : Excel, Word, PowerPoint
- **Data Science & Analytics** : Machine Learning models, Explanatory Data Analysis, Python, NumPy, Pandas, Matplotlib, Seaborn, Tableau, Jupyter Notebook, PyCharm, SQL, Python Flask , VS Code, Streamlit Framework and Streamlit Cloud Share
- **Digital Marketing Tools** : SEO, SMM, Email Campaigns, Google Analytics

CERTIFICATIONS

ICT Academy of Kerala **Kerala, India**
Certified Specialist in Data Science & Analytics *Aug 2022 – Jan 2022*

- Learned concepts of Data Science and Machine Learning Algorithms
- Analyzed data to find trends and patterns, then communicated findings to stakeholders using visualization tools such as Tableau.
- Completed projects that involved data cleaning, pre-processing, and manipulation of data from various sources using Python which led to a 10% decrease in error rates.
- Created regression, classification and clustering models to predict future outcomes with 80% accuracy

PUBLICATIONS

International Conference on Information Science **Kerala, India**
IEEE Explorer *May 2016*

- Published project paper "Interpreting Search Objectives of a User Using Feedback Sessions" by International Conference on Information Science (ICIS) 2016 "on IEEE Xplorer.

National Conference **Kerala, India**
RECTICS'16 *Feb 2016*

- Presented survey paper "A Survey on Interpreting Search Objectives of a User Using Feedback Sessions" at the national conference RECTICS'16 held at Kasarcode and published the same paper.