

EDUCATION

- **National Institute of Technology Tiruchirappalli** Aug 2022 – Present
B.Tech in Mechanical Engineering

SKILLS

- **Digital Marketing:** SEO, A/B Testing, Copywriting
- **Social Media:** META ads, X ads, Google ads
- **Data Analysis:** SQL, Python, Google colab
- **ML:** scikit-learn, TensorFlow, Regression Models
- **Design:** Figma, Canva, coral draw
- **Programming:** Python, JS, HTML/CSS, Matlab
- **Productivity:** Notion, Trello, Power BI
- **Tools:** HubSpot, Zapier, Buffer
- **CFD & FEA:** Ansys, Fluent, Comsol, Abaqus
- **CAD & CAM:** Creo, Solidworks, Fusion 360

EXPERIENCE

- **Digital Marketing Intern, Spacecord (Non-Profit)** Jan 2024 – Apr 2024
 - Led online campaigns reaching 1000+ students through Instagram and email marketing.
 - Boosted engagement by 60% via multilingual content and culturally relevant design.
 - Created digital brochures, landing pages, and SEO blogs for outreach.
 - Analyzed campaign KPIs using Google Analytics and A/B tested page layouts.
 - Automated newsletter workflows using Zapier, reducing manual effort by 40%.
- **Summer Research Intern, IIT Delhi** May 2024 – Jul 2024
 - Built a real-time air quality monitor using Arduino, NodeMCU, and sensors.
 - Analyzed pollution patterns using Python and Jupyter notebooks.
 - Optimized selection methodology for cost-effectiveness and accuracy.
 - Documented project in LaTeX and presented findings at a research symposium.
- **Sales & Marketing Intern, Patrawale Foods** Dec 2024 – Feb 2025
 - Conducted cold calling to generate leads and onboard 35+ new customers, contributing to revenue growth.
 - Managed customer onboarding, ensuring smooth transition and understanding of product offerings.
 - Maintained strong customer relationships through regular follow-ups, addressing queries and feedback.
 - Assisted in sales strategy development to improve outreach and conversion rates.
 - Organized and updated customer databases to track interactions and sales progress.
 - Collaborated with the marketing team to promote products via social media/digital channels.
- **Digital Marketing Intern, Blink Digital** Mar 2025 – May 2025
 - Managed social media marketing across platforms (Meta, Google, X), optimizing campaigns for engagement & conversions.
 - Created & monitored paid ad campaigns, analyzing performance metrics to refine strategies.
 - Maintained & organized marketing data, ensuring accurate tracking of KPIs and ROI.
 - Prepared & presented performance reports for clients, highlighting insights and recommendations.
 - Collaborated with the creative team to develop content calendars and ad creatives.
- **Research Intern, IIT Delhi** May 2025 – Jul 2025
 - Designed experimental setup to study energy extraction from autorotating plates in fluids.
 - Fabricated prototype with integrated sensors for controlled testing.
 - Analyzed vortex formation patterns around the plate using flow visualization techniques, including Particle Image Velocimetry (PIV).
 - Processed and interpreted experimental data, presenting findings through strategic visualizations.
 - Assisted in calibrating the water tunnel and optimizing flow visualization methods.

PROJECTS

- **SQL Optimization Case Study** Jun 2024 – Jul 2024
 - Reduced SQL query run-time by over 40% via indexing and query optimization.
 - Built Power BI dashboards for KPIs and sales trends.
 - Implemented ETL pipelines using Python scripts.
- **Customer Churn Model** Apr 2024 – May 2024
 - Developed predictive model achieving 85% accuracy using logistic regression to identify at-risk customers.
 - Conducted exploratory data analysis (EDA) with Python (pandas, seaborn), uncovering key churn drivers.
 - Implemented SMOTE for class imbalance and evaluated multiple ML algorithms (XGBoost, SVM, KNN).
 - Delivered actionable insights to reduce customer attrition by 11%.

- **Supply Chain Optimization** May 2024 – Jul 2024
 - Redesigned distribution network using LLamasoft Supply Chain Guru, reducing total logistics costs by 18% through optimal warehouse placement and route planning.
 - Developed R-based forecasting models (ARIMA, Exponential Smoothing) that improved demand prediction accuracy by 22%, reducing stockouts.
 - Identified and resolved 3 key bottlenecks through Arena/Simul8 simulation, increasing throughput by 15%.
 - Redesigned storage layouts using slotting optimization, reducing picker travel time by 30%.
- **Automotive Brake System Optimization** May 2024 – Jan 2025
 - Optimized rotor geometry using CFD analysis, improving heat dissipation by 13% and reducing thermal stresses.
 - Enhanced component durability through FEA-driven redesign, extending fatigue life by 5,000+ cycles.
 - Conducted performance validation testing to verify design improvements under extreme conditions.
 - Collaborated with manufacturers to ensure design feasibility and cost-effectiveness.
- **MBAJA ATV – PSI Racing Club** Mar 2023 – Jan 2024
 - Designed and optimized pedal assembly & caliper mounts using Creo Parametric, improving ergonomics and serviceability.
 - Conducted FEA simulations in ANSYS to validate designs, achieving 20% weight reduction while maintaining structural integrity.
 - Led a cross-functional team to deliver competition-ready vehicle systems ahead of schedule.
 - Developed innovative 4WD drivetrain system that improved traction by 35% on test tracks.
 - Ranked AIR-2 in Virtual Event and Top 5 in Static Event among 100+ national teams.
- **EBAJA ATV – PSI Racing Club** Feb 2024 – Jan 2025
 - Designed and optimized rear hub assembly & brake rotors, contributing to AIR-8 national ranking and AIR-2 among rookie teams.
 - Enhanced component durability by 20% through ANSYS topology optimization and material selection.
 - Developed CFD-optimized brake cooling system, reducing peak rotor temperatures by 15% during endurance events.
 - Led FEA validation of critical components.

LEADERSHIP & RESPONSIBILITY

- **TEDxNITTrichy – Social Media & Ideation** Jan 2022 – Jan 2025
 - Developed and executed social media calendar, increasing engagement by 40% through data-driven content optimization.
 - Produced 50+ high-impact Reels and carousel posts using Canva and CapCut, growing follower base.
 - Led visual identity development across all platforms, maintaining consistent TEDx branding guidelines.
 - Assisted in speaker curation and sponsor outreach, contributing to 3 successful corporate partnerships.
- **PSI Racing – Brakes Subsystem Lead** Jan 2023 – Present
 - Leading a team of 17 members in the design, analysis, and fabrication of hydraulic brake systems for the team's ATV, ensuring compliance with SAE BAJA standards.
 - Defined development timelines, delegated tasks, and conducted design reviews to optimize component performance and manufacturability.
 - Spearheaded the design and integration of a regenerative braking system, enhancing energy recovery and braking efficiency in the team's first electric ATV.
 - Pioneered the redesign of the throttle-by-wire system for seamless integration with regenerative braking.
 - Performed FEA (ANSYS) and real-world testing to validate brake system reliability under dynamic conditions.
- **Festember – Audio Visuals** Jan 2023 – Oct 2024
 - Directed audio-visual production for India's largest student-run cultural festival (10,000+ attendees), managing events across 3 days.
 - Spearheaded technical setup of 2 main stages (GJCH Main Stage and Indie Stage), ensuring flawless performances.
 - Coordinated with 5+ AV equipment vendors, negotiating contracts and optimizing resource allocation within budget.
 - Oversaw sound engineering, lighting design, and live streaming for 50+ events across 3 festival days.
 - Managed 15+ member crew, implementing rigorous testing protocols that reduced technical failures.
- **SAEINDIA NIT Trichy Collegiate Club – Executive Committee Member** Jan 2024 – Present
 - Organized 10+ automotive workshops and competitions, attracting 300+ student participants annually.
 - Represented NIT Trichy at 5+ national SAEINDIA conferences, showcasing student innovations.
 - Designed curriculum for automotive upskilling programs that increased member participation.
 - Mentored 3 student teams for SAE competitions (BAJA, Formula, Aero) through technical review sessions.

EXTRACURRICULAR

- **Anime Society Lead:** Organized screenings, quizzes, and fan meetups.
- **Public Speaking:** Delivered talks on innovation, teamwork, and youth leadership.
- **Volunteering:** Coordinated donation drives and STEM outreach for school children.
- **Writing:** Maintains a blog on tech, productivity hacks, and digital marketing trends.