RITHIN NAGARAJ

Bengaluru, India | rithin.nagaraj@gmail.com | +91 8861523694 | www.linkedin.com/in/rithinnagaraj

WORK EXPERIENCE

Marketing and Creative Lead, MonKey App   **May 2021 - Present**

- Analyzed social media engagement trends to optimize digital campaigns.
- Spearheaded creative strategy, generating 5000+ impressions during launch.
- Conducted A/B testing to evaluate different marketing approaches.

Freelancer, Hiring Studios   **Apr 2020 - Sept 2020**

- Researched industry trends and user needs for an e-commerce website selling sanitary equipment.
- Conducted competitor analysis to optimize product listing, pricing, and user engagement.
- Implemented website design with WordPress, integrating payments, cart, and user ratings.

EDUCATION

Bachelor of Technology in Computer Science and Engineering   **Sept 2023 - Present**

PES University
- Head of Design, GCube.
- Member of Society and Design team, PES MUN Society.
- Creatives, Quotient Quiz Club.

PCMC   **Aug 2021 - May 2023**

RV PU College
- Grade: 99% PCMC
- Secured runner-up for creating and demonstrating a working model of the Turing Test in the Annual Science Fest.
- Took an active part in the IBM Qiskit Fall Fest, a quantum computing workshop.

TECHNICAL PROJECTS

Smart Crop Recommender using NDVI   **June 2024 - July 2024**

- Developed a machine learning model from satellite imagery to compute NDVI for Indian farmlands.
- Compared crop database values against NDVI to suggest exotic crops appropriate for soil and climate.
- Gathered and analyzed public data sets and assisted in preparing a research paper confirming model performance.

Digital Legacy Preservation System   **NEXGEN Hackathon - Top 10**

- Created a digital clone of people with LLaMA model and prompt engineering to mimic personality.
- Utilized voice cloning APIs and Python watchdog module for live voice-text synchronization.
- Designed an immersive interface through which users could interact with the digital clone.

SKILLS

- Research & Data Collection – Public datasets, trend analysis.
- AI & Prompting – ChatGPT, Hugging Face Transformers, OpenCV, Scikit-learn, Google Colab.
- Data Analysis & Visualization – MS Office Suite, Google Sheets.
- Technical Skills – Web scraping, C, C++, Python (for automation & data handling).
- Communication & Report Writing – Creating detailed insights and presentation slides.

ADDITIONAL INFORMATION

- **Languages:** English, French, Hindi, Kannada.
- **Certifications:** Deep Dive into GenAI, Complete Digital Marketing Course.
- **Awards/Activities:** ARA Memorial Outstanding Student of the Year 2020-2021, National Runner-Up at TCS IT Wiz 2020, State Round Qualification for Ideation and Design of Proffect, an app for small businesses.