

# R SAMPATH KUMAR

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## Summary

I am a Passionate CSE student at ICFAI University with a strong foundation in Data Structures and software development. Skilled in building scalable web pages, proficient in websites.

## Experience

- Digital Marketing** internship at QiTech! Jun-Jul 2025
- Developed and executed digital marketing strategies at Qi Tech, focusing on SEO optimization, social media engagement, and performance analytics. Utilized data-driven insights to improve campaign reach and user engagement across platforms.
  - Experimented with content marketing, paid advertising, and email automation tools to enhance lead generation and customer retention.
  - Ensured brand consistency and data privacy across campaigns, while leveraging analytics dashboards to monitor campaign performance and optimize ROI.

## Education

ICFAI University – B.Tech in Computer Science	Aug 2022 – May 2026
• CGPA: 6.48/10	
Sri Vidyaniketan PU College – 80.3%	2020 – 2022
S.G.V.R High School – 83 %	2019 – 2020

## Technologies

**Languages:** C/C++ (Intermediate), Java (Basic), Python (Intermediate), SQL, HTML, CSS, NoSQL, NODejs (basic).

**Interests:** Data Analytics, Full Stack Development, Machine Learning, Image Processing, Computer Vision

**Tools:** MongoDB, Git, GitHub, Kubernetes, VS Code, Jupyter Notebook, Canva

## Projects

### Car Rental Management System (DBMS Project)

Designed and implemented a database-driven car rental system using SQL and relational database concepts. Developed modules for car inventory, customer management, bookings, and returns. Ensured data integrity through normalization and enforced constraints for real-time availability and billing operations.

**Tech Stack:** HTML, SQL, CSS.

### Smart Crop Production Based On Soil Fertility

Developed a web-based application that predicts the most suitable crop based on soil parameters (N, P, K, pH, humidity, rainfall) using a machine learning model (Random Forest). Designed a user-friendly interface for input and result display, integrated with a Node.js backend and a trained model saved as a .pkl file for real-time crop recommendation.

**Tech Stack:** Python, HTML, JAVASCRIPT, CSS, Node.js Machine Learning.

## Certifications

- AWS Certification – Exploratory Data Analysis

*Issued by AWS*

Gained hands-on experience in data preprocessing, analysis, and visualization using AWS cloud tools and services for data-driven insights.

- MATLAB Onramp

*Issued by MathWorks*

Completed an interactive course covering the fundamentals of MATLAB, including data visualization,

scripting, and algorithm development.

- **Data Processing and Visualization**

*Issued by Future Skills Prime*

Acquired practical knowledge in cleaning, transforming, and visualizing data using modern analytical tools and techniques to derive meaningful insights.