

R SAMPATH KUMAR

Hyderabad | [Email](#) | 6361631768 | [LinkedIn](#) | [Portfolio](#)

Summary

I am a Passionate CSE student at ICAI 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, NODE JS (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.