

Shubham Kumar

AI & ML Engineer | Web Developer | Digital Marketing Specialist

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EDUCATION

B-Tech Computer Science (AI and ML)

Lovely Professional University | Sep 2021 - May 2025

CGPA: 8.5/10

Coursework: Machine Learning, Neural Networks, Data Structures & Algorithms

Higher Secondary Education

CBSE Board | 2019 - 2021

Scored 85% in board exams with focus on Physics, Chemistry, and Mathematics

EXPERIENCE

Research (AI-Powered Marketing Campaign Optimizer)

Jaipur | Jan 2025

Conducted a comprehensive analysis of customer demographics and purchasing behaviors, resulting in a targeted marketing campaign that increased sales by 10%.

Web Developer (Front-end)

Delhi | May 2024 - Jul 2024

Developed a secure, interactive web application with a modern front-end framework and an intuitive UI. Optimized for improved UX/UI, increasing user engagement by 5%.

PROJECTS

AI-Powered Marketing Campaign Optimizer

Developed an AI system that analyzes customer demographics, purchasing behaviors, and market trends to create optimized marketing campaigns. The system resulted in a 10% increase in sales and improved ROI on marketing spend.

Portfolio Website

Designed and developed a personal portfolio website using modern web technologies. Features include responsive design, dark/light mode, smooth animations, and interactive elements that enhance user experience.

SKILLS

Technical: Machine Learning & AI, Web Development, SEO Optimization

Analytical: Data Analysis, NLP Techniques, Digital Marketing

Soft Skills: Leadership, Teamwork, Problem Solving, Flexibility, Adaptability

Languages & Tools: JavaScript, HTML/CSS, Python, SQL, Git