

VYOM PANDYA

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SUMMARY

Dynamic digital marketing professional with experience at SSM Infotech, enhancing audience engagement through creative videos and graphics. Skilled in content creation and project management, with a focus on educational resources and community-building initiatives.

PROFESSIONAL EXPERIENCE

SSM Infotech, Digital Marketing

May 2024 - June 2024

- Video Content Creation: Developed and edited half an hour videos for social media campaigns, boosting audience engagement by 16%.
- Graphic Design & Marketing: Designed 10+ visually compelling graphics and promotional materials using Adobe Photoshop and Canva.

AIESEC, OGx Junior Manager

Feb 2024 - Aug 2024

- Global Exchange Facilitation: Engaged in AIESEC's Outgoing Global Exchange (OGX) program, interacting with 25+ individuals to guide them toward international internships and volunteer opportunities.

CP Squad, Content Writer

Feb 2024 - Aug 2024

- Developed educational materials and organized 5+ campus events for programming
- Managing content to promote the CP Squad, engaging with 1,000+ students throughout my tenure.

PROJECTS

Madad: A Centralized NGO Hub Website

Mar 2024 - Present

- Frontend Development: Built Madad's interactive MERN stack frontend for seamless NGO discovery.
- NGO Outreach: Managed talks with NGOs to foster partnerships and enhance platform impact.

SKILLS

Software Development	Data Analysis	Project Management
Web Design	Technical Writing	Content Creation

EDUCATION

Charotar University of Science & Technology, B.Tech in IT

Sep 2012 - Present

ADDITIONAL INFORMATION

- Creative & Leadership Roles:** Video editor, content writer, graphic designer, and University-Level Central Students' Council Representative.
- Technical Certifications:** Google Cloud Associate Cloud Engineer, NPTEL DSA with Java, Belkasoft Windows Forensics, MongoDB Node.js, and DataCamp Tableau & Power BI.
- Elocution Achievements:** National-level rank holder, zonal winner, and three-time Spoural champion.