SARABJIT KAUR MEHTA

sarab.mehta08@gmail.com | Cell - 8699850522 | linkedin.com/in/sarabjitmehta | Delhi, India

EDUCATION

Bachelor in Computer Science Engineering – LPU, Punjab　　　　　　　　**Jul 2021 - May 2025**
Data Science & Algorithm, DBMS, Python, Computer Network, Web Development

WORK EXPERIENCE

Marketing Assistant - The Dark Knight　　　　　　　　**Jan 2022 – Jan 2023**
- Designed and delivered over 50+ professional logos using Canva, aligning with client brand identity.
- Edited and optimized 100+ photos, ensuring high-quality visual content for marketing campaigns.
- Implemented content calendars and managed 5 social media accounts increasing client engagement by 8.5%.
- Conducted market analysis to identify industry trends, consumer preferences, and gathered data using tools such as surveys, focus groups and online analytics platform.
- Utilized tools like Tableau, Excel, and Google Analytics to visualize key data points and trends for more than 15 clients

PROJECTS

Vacation Planner System (Java & SQL)　　　　　　　　**Mar 2024 – Jun 2024**
- Engineered a user-friendly vacation planner using Java for both backend and frontend, incorporating Swing and ActionListener for an intuitive interface.
- Applied theoretical knowledge from computer science courses to practical, real-world challenges, enhancing project outcomes.
- Managed data with MySQL Workbench, ensuring seamless data handling and storage.
- Achieved a 95% user satisfaction rate through comprehensive testing and user feedback integration.

Amazon Sales Dashboard (Tableau & Excel)　　　　　　　　**Nov 2023 - Jan 2024**
- Created a comprehensive Tableau dashboard with 5 detailed sheets, providing in-depth insights into Amazon sales.
- Analyzed total orders, geographical distribution, average sales, and profit margins, identifying key trends and opportunities.
- Visualized sales data for 15 categories and top-performing regions, aiding strategic decision-making.
- Conducted yearly sales trend analysis, highlighting growth patterns and forecasting future sales.
- Demonstrated data-driven decision-making through clear, intuitive visualizations, leading to a 20% improvement in sales strategy effectiveness.

Budget and Expense Tracker (Excel)　　　　　　　　**Mar 2023 – May 2023**
- Design a structured table to record all transactions with 10 columns for date, category, amount, and notes etc.
- Created a summary pivot table that displays total income, total expenses, savings, and the percentage of income saved.
- Assigned formatting rules to highlight overspending by 10% in red or staying within budget in green.
- Used bar charts or pie charts to visualize expenses by category or month.
- Created pivot tables to analyze spending trends across different months or categories.

ACHIEVEMENTS

- **Best Presentation Award:** Recognized by the head of authorities for outstanding presentation skills at Avirbhav, LPU University, demonstrating strong communication and public speaking abilities.
- **Letter of Appreciation:** Honored by the student club for exceptional public speaking and event hosting, showcasing leadership and organizational skills.
- **Student Public Speaker:** Actively engaged with the LPU Division of Youth Affairs, leading and hosting multiple events, reflecting teamwork and initiative.
- **Volunteer Coordinator**: Organized and led a team of 20 volunteers for a community service project, enhancing project management and teamwork skills.

SKILLS

- **Technical -** MySQL, C++, Python, Java, R, NodeJS, Excel, Tableau, AutoCAD, Canva, Adobe,
- **Business –** Team Management, Events Coordination, Project Management, Vendor Management