Snigdha Deb

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Professional Summary

Client-focused Computer Science undergraduate with hands-on experience in **presales support**, **customer communication**, and **lead generation**. Demonstrated ability to understand **customer requirements**, support **solution discussions**, and clearly articulate **SaaS and CRM value propositions** in **business-friendly language**. Experienced in collaborating with **sales, product, and internal teams** to drive **prospect engagement**, **solution alignment**, and **customer success**.

Education

VIT Bhopal University |Bhopal, Madhya Pradesh   Sept 2022- July 2026
Bachelor of Technology (Computer Science Engineering with specialization in Gaming Technology)
CGPA- 8.6/10

Experience

Campus Ambassador
Mogo eSports Pvt Ltd   Jan 2023 – Feb 2023
- Drove **150+ participant acquisitions** through structured outreach and peer marketing initiatives.
- Acted as the **primary campus contact**, managing inquiries, requirement clarification, and relationship building..
- Supported **lead qualification and conversion** by addressing objections and improving campaign messaging.

Freelance Social Media Manager & Marketing Sales Specialist   April 2024 – July 2024
- Managed **customer-facing social channels**, handling inbound queries and early-stage lead interactions.
- Assisted in **lead nurturing and follow-ups**, supporting inquiry-to-enrollment conversions.
- Developed basic **sales and engagement strategies** by understanding customer needs and objections.

Project

ShopHub – MERN Stack E-commerce Platform   Jan 2025 – April 2025
- Led the development of a **scalable SaaS-based e-commerce solution**, focusing on intuitive product discovery, secure user access, and smooth end-to-end customer journeys.
- Designed and supported **cloud-enabled business workflows** for managing 500+ products, ensuring reliable performance, data consistency, and seamless handling of multiple user interactions.
- Implemented **CRM-style data management processes** using cloud technologies to maintain customer, product, and order information, resulting in a **30% improvement in overall user experience**.
- Delivered a **centralized admin and operations dashboard** to support user management, inventory tracking, and reporting, optimized for consistent performance across devices and full mobile accessibility.

Phy.Gen – Prompt-Based Physics Simulation Platform   Jan 2025 – April 2025
- Conceptualized and delivered a **SaaS-style interactive learning platform** that converts user prompts into visual simulations, helping users understand complex concepts through guided, real-time experiences.
- Designed **configurable learning modules** with adjustable parameters, enabling personalized exploration and improving learner engagement by 40% during user testing.
- Collaborated on defining **user requirements, learning workflows, and feature prioritization**, ensuring the solution aligned with educational needs and usability goals.
- Supported **user onboarding, adoption, and outreach** for the platform, reaching 200+ users in the first month and demonstrating strong product-market fit in an educational use case.

Certifications

Campus Ambassador
Mogo eSports Pvt Ltd
- Awarded certification for successfully completing the Campus Ambassador internship program, showcasing dedication and impactful contributions.

ADDITIONAL

Technical Skills: Java, MS Excel, MS Word, MS PowerPoint
Languages: Fluent in Hindi, English; Conversational Proficiency in Marathi and Bengali
Business & Presales : Customer Communication, Lead Generation, Presentation & Documentation, Sales Support.