Snigdha Deb

📞 +91 9769377557 | ✉ debsnigdha2005@gmail.com | 🔗 LinkedIn ⓖ GitHub

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
- Successfully brought 150+ participants to various campaigns, demonstrating effective use of marketing and sales strategies to boost brand engagement.
- Acted as the primary campus representative, leveraging strong networking and interpersonal skills to build relationships with student organizations and peers, fostering awareness and participation.
- Analyzed campaign performance and participant feedback to refine outreach strategies, contributing to higher conversion rates in subsequent campaigns.

Freelance Social Media Manager & Marketing Sales Specialist   April 2024 – May 2024
- Managed social media accounts for multiple brands and online course creators, driving audience engagement and optimizing content strategies.
- Developed and executed marketing and sales plans to increase course enrollment, demonstrating a deep understanding of edtech and online learning trends.
- Handled lead nurturing and customer interactions through DMs and funnels, improving inquiry-to-enrollment conversions and client satisfaction.

Project

ShopHub – MERN Stack E-commerce Platform   January 2025 – April 2025
Tech Stack: MongoDB, Express.js, React.js, Node.js, Tailwind CSS, shadcn/ui
- Architected a **scalable full-stack e-commerce app** with responsive product listings, secure **JWT-based user authentication**, and real-time cart updates.
- Built backend RESTful APIs with **Node.js and Express**, supporting **CRUD operations for 500+ products** and handling concurrent requests with <200ms latency.
- Integrated **MongoDB Atlas** for persistent data storage and designed a modern UI using **Tailwind CSS** and **shadcn/ui**, improving UX scores by **30%**.
- Deployed an admin dashboard for efficient **user and inventory management**, tested across devices for consistent performance and **100% mobile responsiveness**.

Extracurricular

Gaming Technology Club   Feb 2020- Sep 2020
- Organized and conducted monthly webinars on game development, engaging 50+ participants per session.

Cultural Club   Jan 2021 – April 2021
- Managed the planning, execution, and hosting of diverse cultural events, managing end-to-end logistics, audience engagement, and promotion, enhancing the club's presence and fostering community participation.

Certifications

Campus Ambassador
Mogo eSports Pvt Ltd   Dec 2023
- Awarded certification for successfully completing the Campus Ambassador internship program, showcasing dedication and impactful contributions.

ADDITIONAL

Technical Skills: Python, Java, C++, C#, SQL; Proficient in MATLAB, MS Excel, MS Word, MS PowerPoint
Tools/Platforms: VS Code, Unity, Jupyter notebook, MATLAB, My SQL
Languages: Fluent in Hindi, English; Conversational Proficiency in Marathi and Bengali