Shruti Srijan

MBA Student | Data Science & Analytics Enthusiast | Driven by Data, Insights & Innovation

- Bengaluru
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Education

Manipal University, Jaipur
MBA
8.5
August 2025
Master's

Nagarjuna College of engineering and technology, Bengaluru
Bachelor of Engineering (BE)
7.75
August 2023
Bachelor's

Certifications

Social Media Manager
BCIC
June 2022

- Managed social media strategy and engagement during the hackathon.
- Created and scheduled content across multiple platforms to enhance event visibility.
- Monitored real-time interactions and responded to queries to boost audience engagement.
- Developed expertise in social media marketing, content creation, and analytics.
- Collaborated with teams to drive digital outreach and maximize event reach.

Accelathon – Hackathon | 2nd Place Winner
BCIC Bangalore
June 2022

- Worked in a team to develop a **hospital card system using blockchain** for secure patient data management.
- Presented the idea effectively, showcasing its innovation and real-world applications.
- Secured **2nd place** and won a **cash prize** for the project.
- Gained hands-on experience in **blockchain technology, team collaboration, and problem-solving** under competition constraints.

Languages

English

Hindi

Maithli

Skills

Data Science & AI

Machine Learning, Deep Learning

Programming & Databases

Python, MySQL, Big Data, HTML, CSS, Javascript

Marketing & Analytics

Google Analytics, Marketing Automation Tools, Campaign Management

Digital Marketing

SEO, SEM, Lead Generation, CRM

Tools & Platforms

Citrix, H3, MS Office, niceCX, VS code, Pycharm

Soft Skills

Problem-Solving & Critical Thinking, Communication & Leadership, Time Management & Multitasking, Decision-Making & Attention to Detail, Customer Engagement & Relationship Management

Experience

Accenture UPS   September 2024 - November 2024
Talent Acquisition Associate   Bengaluru

- Managed **candidate applications**, inbound/outbound interactions via Citrix, niceCX, and H3.
- Enhanced **brand awareness** through personalized engagement and streamlined hiring.
- Conducted **market research** to optimize recruitment **marketing strategies**.
- Collaborated on **employer branding, campaign management, and performance metrics**.

Byjus   July 2023 - October 2023
Sales Executive – EdTech   Kolkata

- Led **digital marketing strategies** to boost **brand visibility** and customer acquisition.
- Managed **marketing campaigns, email marketing, and content creation** for lead generation.
- Tracked **marketing performance metrics** to optimize conversion rates.
- Executed **social media advertising** and targeted **campaign management**.
- Allocated **marketing budget** for maximum ROI and cross-functional collaboration.

Projects

Deep learning Fradulent detection system   January 2023 - July 2023

I worked on creating an AI-based fraud detection system that used deep learning to spot fake transactions. I made the model better with smart data handling and feature tweaking, and used real-time anomaly detection to cut down on false alarms. I came up with cool applications for banking, online shopping, and financial security.

Human Detection and counting System   July 2022 - October 2022

Developed a real-time AI-based system for detecting and counting human presence using computer vision. Utilized OpenCV and TensorFlow to create the detection and counting system. Implemented machine learning models to enhance detection accuracy and optimized image processing algorithms for real-time analytics. Designed the system for applications in crowd monitoring, security, and automation, and integrated edge computing to improve efficiency and responsiveness.

Summary

MBA graduate with a background in Computer Science Engineering, skilled in data science, artificial intelligence, digital marketing, and talent acquisition. Proficient in CRM, Citrix, H3, and MS Office, with strong problem-solving, leadership, and customer engagement abilities.