Syed Abdul Muqeeth

B.tech

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Summary

Recent Bachelor of Technology in **Mechatronics Engineering** graduate with experience in design & development of a**dvanced systems** and devices. Proficient in **digital marketing strategies**, including email marketing, social media marketing, and **Google AdWords**. Experienced in data analysis, including exploratory **data analysis**, **predictive modeling,** and **data visualization**. Strong problem-solving and **analytical skills**, with the ability to work independently and in a team environment.

Education

Bachelor of Engineering in Mechatronics Engineering, Reva University, 2019 - 2023 (8.2 SGPA)
Relevant coursework: Data Structures, Algorithms, 3D design in Blender and Fusion 360, Operating Systems, Computer Networks, Software Engineering, **Digital Marketing**, **Web Development**, **Android App Development**.

Experience

Web Developer | Ammas Pastries, Kotanur | May 2023 - Present
- Spearheaded the development of a centralized QR system, optimizing customer engagement and order processing.
- Designed and implemented a digital sync system for TV centralization, enhancing marketing efforts and brand visibility.
- Developed responsive web applications using React.js, Next.js, and Node.js, increasing user engagement by 20%.
- Integrated machine learning algorithms to optimize recommendation systems and user personalization features.
- Led UI/UX design initiatives, collaborating with designers to enhance user experience.
- Managed deployment pipelines using Git, Docker, AWS, and Heroku for smooth deployments and high availability.

- Collaborated with clients to integrate payment solutions like Razorpay for seamless transactions.
- Implemented routing systems for efficient communication and logistics management.

Market Research Intern, Zepto | 2020 - 2021
- Assisted in email marketing campaigns and analyzed their effectiveness.
- Utilized social media platforms to promote products and engage with customers.
- Conducted market research using Google AdWords to identify target audiences and trends.
- Contributed to lead generation efforts through email list building and website optimization.

Intern, HAL FORGE & FOUNDRY DIVISION, HAL Airport | July 2022 - August 2022
- Conducted exploratory data analysis to identify trends and correlations.
- Developed predictive models resulting in a 15% increase in revenue.
- Designed interactive dashboards in Tableau for real-time insights.
- Led A/B testing initiatives, optimizing marketing campaigns by 20%.
- Assisted in data collection, cleaning, and analysis, improving operational efficiency by 10%.
- Conducted sentiment analysis on customer feedback, providing actionable insights.

Technical Skills

Mechatronics Engineering:
- Design and development of robots, automation systems, and intelligent machines
- Experience with Arduino and PLC programming
- Proficient in CAD software such as AutoCAD, SolidWorks, and CATIA
- Experience with microcontrollers and embedded systems

Digital Marketing:
- Proficiency in email marketing software (e.g., Mailchimp)
- Experience with social media marketing (e.g., Facebook, Instagram)
- Familiarity with Google AdWords and other online advertising platforms
- Strong written communication skills, including email drafting and copywriting

Data Analysis:

- Conduct exploratory data analysis to identify trends, patterns, and correlations
- Develop and implement predictive models to forecast sales and customer behavior
- Design interactive dashboards in Tableau for real-time insights
- Conduct sentiment analysis on customer feedback
- Create data visualizations and reports for presenting findings to stakeholders

Web Development:

- Experience with React.js, Next.js, Node.js, WordPress CMS
- UI/UX design, user testing, and feedback gathering
- Deployment pipeline management using Git, Docker, AWS, and Heroku
- Integration of machine learning algorithms into web projects
- Payment solution integration (e.g., Razorpay)
- Routing systems implementation for efficient communication and logistics management

Programming Languages: Java, C++, Python, C#, HTML, CSS, JavaScript

Tools and Frameworks: Git, Visual Studio, Android Studio

Database Management: MySQL

Visualization: Matplotlib, Seaborn, Plotly

Code Versioning Tools: Git

Debugging Tools: Chrome Inspector, Firebug
Design Tools: Figma , XD , PhotoShop