Name: Himanshu Pegu

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EDUCATION

MBA (DS & AI)	2024-2026	Indian Institute of Technology, Mandi
B.Tech (CSE)	2020-2024	Central Institute of Technology Kokrajhar

PROFESSIONAL EXPERIENCE

Digital Marketing Intern – The Tatva India (Digital News Platform)　　Nov '24 - Jan '25

RESPONSIBILITIES	• Collaborated with editorial teams to design visually compelling infographics and posts, enhancing readability for complex news topics. • Optimized SEO/SEM strategies to amplify organic reach, contributing to the platform's growth.

Marketing Intern – Connecting Chains (Business Consulting & Talent Solutions)　　Aug '24 - Oct '24

RESPONSIBILITIES	• Created LinkedIn and email outreach strategies to attract businesses to the talent-matching platform. • Designed client-facing collateral (case studies, whitepapers) to showcase success stories of employer-employee alignment.

Intern – Assam Power Generation Corporation Limited　　July '23 - Aug '23

RESPONSIBILITIES	• Developed a Help Desk Ticket Raising System using the MERN stack, streamlining internal issue tracking and resolution.

AWARDS & ACHIEVEMENTS

LEADERSHIP EXPERIENCE	• **Media & Branding Coordinator – IIT Mandi:** (September 2024 – Present) Spearheaded media strategies to enhance visibility and engagement for college events. • **Media Team Lead (Ecstasy 2024):** Designed and executed marketing collateral, including posters and banners, while managing social media accounts. • **Club Coordinator (Coding Club):** (May 2020 – March 2024) Conducted bootcamps on programming basics and organized competitive coding events.
CERTIFICATIONS	• Google Digital Marketing & E-commerce Professional Certificate (Coursera) • Google Ads Search Certification (Google Skillshop) • IBM Data Science Professional Certificate (Coursera)

SKILL(S)

MARKETING & COMMUNICATION	• Social Media Management, Event Promotion, Collaboration, Report Writing.
TECHNICAL SKILLS	• Programming (Python, R, JavaScript) • Machine Learning (scikit-learn, TensorFlow) • Data Visualization (Power BI, Microsoft Excel) • Database Management (SQL, NoSQL) • Web Development (MERN Stack)
SOFT SKILLS	• Report Writing, Presentation Skills, Collaboration, Problem-Solving, Public Speaking