

# ARJUN VASHISHTHA

Software Management & Marketing • Data Science

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## SUMMARY

Fourth-year B.Tech CSE student working in Software Management & Marketing at Techify Inc. Bridges product, data, and growth — coordinating software projects, building websites and apps with AI and no-code tools, and driving marketing through UGC content and paid social campaigns. Strong foundation in Python, machine learning, and data analytics, with hands-on experience building AI/ML projects and a problem-solving approach to shipping practical solutions.

## EXPERIENCE

**Techify Inc.** — Software Management & Marketing

Nov 2025 – Present

*Intern (Nov 2025 – Feb 2026) → Full-time (Mar 2026 – Present)*

Manage software projects end-to-end, coordinating development priorities and delivery timelines across the team.

Build and launch websites and applications using AI and no-code platforms, turning ideas into working products quickly.

Plan and run marketing campaigns across Instagram, Facebook, and Google Ads to drive reach and engagement.

Create UGC content and produce/edit video to support brand and product marketing.

## CORE SKILLS

### Data Science & Machine Learning

Python (Pandas, NumPy, scikit-learn), machine learning (CNN, Random Forest, NLP), exploratory data analysis, model building & evaluation

### Data & Analytics

Power BI, MySQL, Excel & Spreadsheets, data cleaning & preprocessing, data visualization

### Software & Product Management

Project coordination, AI website building, no-code app development, web development (React.js, Node.js, JavaScript, TypeScript)

### Marketing & Content

UGC content creation, social media advertising (Instagram, Facebook, Google Ads), video editing & videography

## EDUCATION

**VIT Bhopal University, Bhopal**

2023 – 2027

B.Tech in Computer Science & Engineering • Fourth Year (Undergraduate)

## PROJECTS

### SmartAgro (*AI Plant Disease Detection*)

AI system that helps farmers detect plant diseases and get remedies from image or text input, using CNN/Random Forest and NLP, with a web interface and recent-query history.

[\[Python, ML, Web\]](#)

### FIOLA (*AI Voice Assistant*)

Custom voice assistant built with LLMs and Python for speech recognition and task automation.

[\[Python, LLM\]](#)

### Barter Bazaar (*E-commerce Website*)

Web app with product listings, cart, and payment simulation.

[\[HTML, CSS, JavaScript, Node.js\]](#)

### Casual Python Game (*Doom-inspired*)

Built and published an interactive game on GitHub for learning purposes.

[\[Python, Pygame\]](#)

## INTERESTS

Music (vocalist, flutist), videography, content creation, and social media.