

# Atharva Patil

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## Summary

Technology-driven Computer Engineering student at MMCOE, Pune with hands-on experience in social media content creation, Canva design, and online product marketing through a freelance tech reselling venture. Skilled in using ChatGPT, Gemini, and Canva AI for content and creative workflows. Familiar with Instagram, WhatsApp Business, Google Sheets, and short-form video editing using CapCut. Strong communication skills with a keen interest in marketing and technology.

## Technical Skills

**Tools:** Canva, CapCut, WhatsApp Business, Facebook Marketplace, Instagram, Odoo CRM, Google Sheets, Basic Excel, Power BI, Scikit-learn

**AI Tools:** ChatGPT (copywriting & descriptions), Gemini (image generation), Canva AI

**Digital Marketing:** Social Media Marketing, Short-form Video Content, Reels & Stories, Customer Out-Content Creation, WhatsApp Campaigns, Word-of-mouth Marketing

**Development (Supporting):** Dart, Flutter, Firebase, Supabase, GitHub, Figma

**Soft Skills:** Communication, Customer Engagement, Problem Solving, Agile/Scrum Collaboration

## Experience

### Digital Marketing & Tech Reseller

Aug 2024 – Present

Raj Infotech | Pune, India

- Sold **10+ refurbished laptops** and multiple accessories through Facebook Marketplace, Instagram Stories, WhatsApp Status, and college word-of-mouth all organic, zero paid marketing.
- Created product creatives using **Canva**, generated images via **Gemini**, and wrote listing descriptions and captions using **ChatGPT** for consistent, high-quality content.
- Shot and edited short-form **product reels** using **CapCut**; maintained supplier relationships with local fabrication shops for end-to-end laptop servicing support.
- Built a recurring buyer network among college peers, friends, and faculty through active referral and relationship marketing.

### Flutter Developer Intern

Dec 2025 – Mar 2026

TheCodersHub, Nashik | Remote

- Delivered 8+ features across production apps including **TheCodersHub** and **Jireмали Samaj**, driving **100+ organic downloads** with zero marketing spend — understanding the value of organic growth firsthand.
- Used **Odoo CRM** for task management, workflow tracking, and Agile/Scrum project execution — gaining hands-on experience with industry-standard CRM tooling.

### Artificial Intelligence and Data Analytics Intern

Jan 2025 – Feb 2025

Edunet Foundations, AICTE | Virtual

- Developed a **Power BI dashboard** for sustainable supply chain analytics — hands-on experience turning raw data into clear visual reports.



## Education

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<b>Bachelor of Computer Engineering</b> <i>Marathwada Mitra Mandal's College of Engineering – SPPU</i>	<b>2023 – 2027</b> <i>CGPA: 9.18</i>
<b>Higher Secondary Certificate (HSC) – PCMB</b> <i>Laxmanrao Apte Junior College, Deccan, Pune</i>	<b>2022 – 2023</b> <i>83.17%</i>
<b>Secondary School Certificate (SSC)</b> <i>St. Vincent's Boys High School, Camp, Pune</i>	<b>2020 – 2021</b> <i>90.60%</i>

## Projects

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- Sehat Sathi** | *Telemedicine App — AI Chatbot + Multilingual*  [GitHub](#)
- Built a multilingual telemedicine app integrating an **AI chatbot** and handling full UI/UX design in Figma — shows ability to work across both technical and visual layers.
- Plantlers** | *Plant E-Commerce App*  [GitHub](#)
- Designed a full e-commerce UI/UX with smooth animations and responsive layouts — strong foundation in visual design and user experience thinking.

## Certifications

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- HP LIFE Agile Project Management** **Mar 2026**
- Completed HP LIFE course on Agile Project Management covering Scrum, Kanban, and iterative workflows — skills directly applicable to content planning and campaign management.
- Oracle Cloud Infrastructure 2025 Certified Foundations Associate** **Oct 2025**
- Earned with a **90% score**, demonstrating strong technical learning ability and discipline.

## Achievements

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- Harvard HPAIR Conference 2026 – Delegate**
- Selected as a **Harvard Delegate** for HPAIR 2026 — Top 10% globally, demonstrating communication excellence and global awareness.
- MHT-CET Score**
- Secured **95.73 percentile** — Ranked in Top 4% among 2.36 lakh candidates.