

Mrs. RUCHA BHARAT SHINDE

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CAREER OBJECTIVE

To be involved in work where I can utilize skill and creatively involved with system. That effectively contributes to the growth of organization.

WORK EXPERIENCE

- **Organization Name** : **Aarya Tech Solutions, Nasik**
- **Duration** : Nov 02,2020 to till date
- **Designation** : Lead Generation and Social Media Management Expert
- **Duties / Responsibilities** :
 1. Database Generation as per Target Customer Criteria
 2. Database Cleansing
 3. Handling LinkedIn/Sales Navigator for Business Lead Generation
 4. Performing various activities like Email campaign & Social Media campaign(Digital Marketing) for reaching out prospective customers
 5. Market Survey of IT Product/Services
 6. Tele-calling to prospective clients

- **Organization Name** : **Better Technology Lab, Aundh, Pune**
- **Duration** : Dec 03,2018 to Oct 31, 2020
- **Designation** : Data Research Analyst
- **Duties / Responsibilities** :
 1. Analysing the requirement from clients.
 2. Creating market research reports on specific products
 3. Mining, shorting, analyzing and storing relevant data from various secondarydatabase and sources
 4. Conducting primary and secondary research to build the analytical sections and to identify data-points/market trends

EDUCATION QUALIFICATION :

1. BE (comp) from Loknete Gopinathji munde Institute Of engineering Education & Research, Nashik in 2017 with 57%
2. HSC from G.E.S. HAL Junior College, Ozar, Township, Nashik in 2013 with 62.67%
3. SSC from Madhavrao Boraste Vidhyalaya,Ozar(Mig) in 2011 with 80.18%

ACADEMIC PROJECT DETAILS

B.E. Project

Title: Dummy based user location anonymization under real-world constraint.

Objective: The objective is privacy preservation method to anonymize the users location in a real environment.

Description: It is a dummy- based privacy preservation method to anonymize the use location in a real environment. Themethod generates dummies around the user considering the real geographical information.

Mini project

Title: On Big Data Analytics for Greener and Softer RAN.

Objective: The data volume to be analyzed in the mobile communication network.

Description: The big data analytics will play a critical role in making mobile communication networks more agile and efficient, i.e., soft and green. Mobile communication networks provide a great variety of communication services, while simultaneously producing a massive amount of network data..

KEY SKILLS

- Languages: C, C++,Java
- Operating Systems: Windows XP, Windows 07,Windows 8.1,Ubuntu,Linux
- Tools: MS Office, MS Excel, Latex, RC(Ready contacts), CI(Cart Insight)

EXTRA CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Participated in National Conference organized by IET Nashik Local Network &KVNNSP Santha's, Nashik
- Paper published in International Journal For Innovative Research InMultidisciplinary Field (IJIRMF).

PERSONAL DETAILS

- **Permanent Address:**Shinde Farm, Agar Takli Rd,Post - Gandhi Nagar,Nasik - 422 006.
- **Present Address** :Shinde Farm, Agar Takli Rd,Post - Gandhi Nagar,Nasik - 422 006.
- **Date of Birth** : 4th feb 1995
- **Gender** : Female
- **Marital Status** : Married
- **Languages Known** : Marathi, Hindi, English

Date :
Place : Pune

(Rucha B. Shinde)