

# SHASHANK JHA

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## Education

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**Bharati Vidyapeeth's College of Engineering (BVCOE), New Delhi** 2022 - 2026  
*Bachelor of Technology (B. Tech)*  
Major :- *Electronics And Communication* | Minor :- *Computer Science* **GPA: 8.80/10**

**Flora Dale Sr Sec School | CBSE | New Delhi** 2020 - 2022  
Higher Secondary School | Science with Computer science **Score :- 81 /100**

## Work Experience

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**Data Analyst Intern @Times Internet - EconomicTimes** Jan 26 - Present (Noida)

SQL | BigQuery | Looker | GCP | Data Analysis | Python | Excel | Google Sheets

- Built a **centralized MIS dashboard** covering **50+ video creatives and multiple ad sets**, enabling daily tracking of spend, plays, ROAS, and creative efficiency.
- Automated **100% of paid marketing spend and performance reporting** by integrating ad platform data into **Google Sheets**, reducing manual reporting effort by **~70–80%**.
- Conducted data-driven optimization and performance analysis across **Google Ads and Meta Ads** at campaign and creative levels, contributing to a **~3% improvement in ROAS** and more efficient budget allocation.

**Technical Engineer Intern @GeeksforGeeks** Oct 25 - Jan 26 (Noida)

Python | Research | Mathematics | Generative AI Tools | Automation

- Worked on **automation tools** to generate automated content and Instagram posts using **Python** and **GenAI tools**.
- Integrated **Claude** and **GPT** models into the **GeeksforGeeks Write Platform** for automated text generation, grammar correction, and content suggestions.

**Growth Consultant Intern @Unacademy** May 24 - Jul 24 (New Delhi)

Python | MS-Office | Machine Learning | Research

- Gathered and analyzed data using **Python**, web scraping tools, **enhancing prediction models**.
- Conducted performance testing for data systems, improving efficiency.

## Projects

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**GoFo Sentiment Analysis system** [LIVE](#)  [Github](#)

- Built a sentiment analysis web app using **Python, NLP, Vader Sentiment, and Pandas**, integrated with **Google Sheets API** for real-time data.
- Benchmarked and optimized data processing techniques to improve model efficiency.
- Deployed for **20+ active users**, enabling real-time feedback insights and data-driven improvements.

**Website Monitoring & Weekly Reporting System (n8n)** [Demo](#)

- Developed an end-to-end website monitoring workflow in **n8n**, integrating **Google Sheets** and **Gmail API** for real-time uptime checks, downtime alerts, and automated weekly reporting.
- Implemented function nodes to calculate **response times, detect downtime**, and generate structured JSON logs with insights on **uptime %, response time, and downtime analysis**.

## Skills

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**Programming Languages:** Python, C, HTML, CSS, SQL

**Frameworks & Libraries:** Pandas, Plotly, Matplotlib, Scikit-Learn, Flask, Streamlit

**Developer Tools:** GitHub, Notion, Figma, Canva, MS Excel, Google Sheets, Outlook, Powerpoint, GAds, MetaAds

**Core Skills:** Machine Learning, APIs, n8n, Make, Looker, Tableau, Data analysis

## Academic and Extracurricular Achievements

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- **Finalist (Top 250 / 43,000 teams)** – TVS Credit E.P.I.C 6.0 IT Challenge (solo participant)
- **3rd Place** – Projectathon 5.0, organized by ECE Dept., BVCOE
- **Top 1,000 / 50,000 teams** – Qualified for 3rd round of *HackOn with Amazon*
- **Semi-Finalist** – *AtomQuest (Electronics Innovation Challenge)* by Atomberg
- **Design Lead** – *Athena Gaming Society*, led and managed a team of 10+ executives