Gokulnath B

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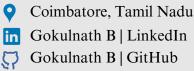
Objective

A marketing enthusiast with technical and managerial skills for connecting the product with people in a personalized and sustainable manner. Passionate about Analytics and Product management, making data-driven decisions, and excited to grow, contributing, and tackling real-world challenges with creativity and a hands-on approach.

Education

Masters in Business Administration | Sri Sathya Sai Institute of Higher Learning(2024 - Present)
Bachelors in Computer Applications - 87% | NGM College (2021-2024)
Higher Secondary Education - 90% | Forest Hill Academy MHSS (2019-2021)

Projects

Market Research – Bamboo Apparel
Conducted market research to assess the feasibility of launching a sustainable bamboo apparel brand and analyzed consumer trends, pricing strategies, and competitive landscape.

Smart IV Drip Monitoring System (IoT)
Developed an IoT-based system for real-time IV monitoring to enhance patient safety and integrated automated alerts to reduce caretaker workload and improve efficiency.

AI Chatbot & AI Image Generator (API)
Developed an AI chatbot and Image generator using API integrations and enhanced automation and user experience.

Certificates

- Completed a "**Diploma in Acupuncture and Human Science**" from Zain University- 2022
- Certified by IBM for completing "**Introduction to Cloud Computing**" - 2023
- Tata Data Visualisation: Empowering Business with Effective Insights Job Simulation on Forage - 2024

Recognition & Achievements

- **Proficiency Award** for outstanding academic performance in BCA, 2022-23
- Authored a Tamil poem book **Ilaigalin Narambugal** and contributed poems in **4 other books.**
- **First price** in Word Hunt and New Idea presentation (**AI-powered personalized Learning**)
- Presented a paper in the conference under the topic **Cultural Diplomacy and Soft Power within G20 countries**

Skills

- Strong active listening and communication abilities
- Creativity and innovative thinking
- Confidence and courage in decision-making
- Effective leadership and team management

Technical Skills

- Tableau
- MS Office
- Python(Beginner)
- SQL (Beginner)

Languages known

- English
- Tamil
- Telugu