Himanshu Rathi

IT Engineering Student & Social Media Manager

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SUMMARY

IT Engineering student at MIT AOE Pune with hands-on experience in social media management, content creation, and full-stack web development (Next.js, React, Express, Prisma, PostgreSQL). Vice President of CIPHER Association and Social Media Manager at Fanfeed Digital, creating viral sports content. Built 6 production projects including a reward-based loyalty system, a skill-bartering platform and a Data Communication network-diagnostics desktop suite (Windows .exe).

EXPERIENCE

Vice President · CIPHER Association, MIT AOE — Feb 2026 - Present
- Lead the Executive Council of MIT's IT Department
- Oversee branding, digital outreach, and event promotions
- Core contributor in organizing a 24-hour hackathon with a 32-member team

Social Media Manager · Fanfeed Digital Pvt Ltd — Apr 2026 - Present
- Manage content strategy and campaigns for a sports engagement platform
- Created collaboration reel with IPL founder Lalit Modi (115K+ views)
- Achieved 400K+ impressions on content dashboard

Social Media Member · GDG Campus Body (Google Developer Club) — Oct 2026 - Present
- Handle social media and digital outreach for the Google Developer Club campus body
- Create content and promotions for developer events and initiatives

Social Media Head · GOONJ, MITAOE's Official Music Club — Oct 2026 - Present
- Lead social media, branding, and promotions for MITAOE's official music club
- Drive content for club events and performances

Online Intern · Cisco Networking Academy (AICTE) — College Semester
- Selected through AICTE for a Cisco online internship
- Completed 7 Networking Academy courses: Python, JavaScript, Data Analytics, and AI

Freelance Content Creator · LINQCAMPUS — One-time Project
- Created a paid promotional reel as a freelance content creator
- Delivered brand-aligned engaging content

EDUCATION

B.Tech Information Technology
MIT Academy of Engineering, Pune
2025 - 2029 · Current · CGPA 8.10

MHT-CET
94.464 Percentile
2025

HSC (12th)
79%
2025

SSC (10th)
94.20%
2023

SKILLS

LANGUAGES

FRAMEWORKS & TOOLS

Python, HTML, CSS, TypeScript, C, SQL, JavaScript

Next.js, React, Express, Prisma, Tailwind, Node.js, Streamlit, Git & GitHub, Netlify, REST APIs

DATA & AI

PostgreSQL, Data Analytics, Data Visualization, Sentiment Analysis, Prompt Engineering, Machine Learning

CONTENT & SOFT SKILLS

Data Communication, Canvas API, Content Strategy, Social Media Marketing, Video Editing, Team Leadership

PROJECTS

MEHFIL | Next.js, TypeScript, Prisma, PostgreSQL, Tailwind
Reward-based loyalty system for a chai & Maggie shop — purchase approval flow, one-time QR reward redemption with camera scan, admin dashboard with audit log. Live at mehfil-reward.vercel.app

RATHI's MEDISOFT | JavaScript, Node.js, Supabase
Full-stack medical store management system with billing, inventory, regulatory compliance, expiry alerts, and cloud backup. Live in a real pharmacy.

KAUSHAL CHAKRA | React, Express, Prisma, PostgreSQL, Tailwind
Skill-bartering platform that finds fair 2–5 person exchange cycles via bounded DFS matching engine. Ratings, in-app chat, notifications, credit fallback & quiz/certificate verification — live at kaushalchakra-app.onrender.com

NETPULSE | Node.js, Express, Data Communication, Canvas, pkg
Desktop suite for network fault diagnosis, OSI-layer root-cause analysis & Wi-Fi surveys. Live Scan (ping/DNS/traceroute), 15 simulations, heatmaps & CSV/XLSX/KML exports — packaged as Windows .exe for sale.

AutoBiz AI | Python, Streamlit, AI APIs
AI-powered business assistant that generates business plans, marketing copy, and financial projections in seconds.

SpendWise | Python, Data Analytics, Visualization
Predictive finance dashboard that tracks expenses, visualizes spending patterns, and forecasts budget needs.

CERTIFICATIONS & ACHIEVEMENTS

IBM · Data Visualization, JavaScript, Career Management Essentials
Anthropic · Claude 101, AI Fluency (x3)
Cisco · Python Essentials 1 & 2, JavaScript Essentials 1 & 2, Data Analytics Essentials, Intro to Modern AI, Apply AI
Hackathons · Innovature, Velora 1.0, Nexathon (all participated)

Content Milestones: 400K+ dashboard impressions · 275K views trending reel · 115K+ views Lalit Modi collab