

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 AI-powered web development. Currently working as Social Media Manager at Fanfeed Digital, managing sports engagement campaigns and creating viral content. Skilled in Python, data analytics, and building live digital products.

EXPERIENCE

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 · CIPHER Association, MIT AOE	Feb 2026 - Present
- Part of Executive Council of MIT's IT Department - Responsible for branding, digital outreach, and event promotions	
Online Intern · Cisco Networking Academy (AICTE)	College Semester
- Selected through AICTE for a Cisco online internship - Completed 3 Networking Academy courses: Python, JavaScript, Data Analytics	
Freelance Content Creator · LINCAMPUS	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	MHT-CET 94.464 Percentile 2025
HSC (12th) 79% 2025	SSC (10th) 94.20% 2023

SKILLS

LANGUAGES

Python, HTML, CSS, C, SQL, JavaScript

DATA & AI

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

FRAMEWORKS & TOOLS

Streamlit, Git & GitHub, Netlify, REST APIs, LangChain, Flask

CONTENT & SOFT SKILLS

Content Strategy, Social Media Marketing, Video Editing, Team Leadership, Event Management

PROJECTS

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.

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.

Sentimeter | Python, NLP, Streamlit

Sentiment analysis engine that classifies text sentiment with 85%+ accuracy using NLP.

ParkEase | HTML, CSS, JavaScript

Smart parking management system tracking real-time availability across 200+ slots.

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