

Maha Bhat

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WORK EXPERIENCE

Digital Solution Technology

Noida (Remote)

Digital Marketing Intern

Jul 2025 - Sep 2025

- Executed data-driven SEO and content strategies that improved keyword rankings by 40% and increased website traffic by 60% within two months.
- Managed 15+ marketing campaigns across blogs, email marketing, press releases, and classified submissions expanding brand visibility across 10+ online platforms and driving a 25% rise in engagement.

Bayyinah

United States (Remote)

Summer Intern

Jun 2025 - Jul 2025

- Refined AI-generated subtitles for 10+ videos using ChatGPT and manual linguistic review, achieving 98% contextual accuracy and improving viewer comprehension scores by 35%.
- Coordinated quality assurance through Google Workspace to meet 100% of weekly content deadlines and standardize language tone across multiple creators.

Jammu & Kashmir bank

Jammu & Kashmir

E-Banking Intern

May 2024 - Jul 2024

- Analysed 200+ customer service tickets related to e-banking and KYC issues, identifying root causes that cut resolution time by 30% and improved first-contact resolution by 25%.
- Delivered data-backed insights that enhanced system reliability and reduced recurring technical complaints by 20%.

HelpyMoto

New Delhi (Remote)

Human Resource Intern

Jan 2024 - Apr 2024

- Partnered with 5+ department heads to forecast staffing needs and optimise hiring workflows, reducing onboarding time by 30% and increasing placement accuracy by 40%.
- Successfully facilitated the recruitment of 50+ employees each quarter while improving candidate retention within the first 90 days by 20%.

EDUCATION & PROJECT EXPERIENCE

Amity University Noida

Noida

Bachelor's in Business Administration (International Business with Artificial Intelligence)

Graduation Date: Nov 2025

• AI in Financial Systems and Security

Led a mixed-method research project combining Explainable AI in wealth management with data security frameworks in banking. Analysed how trust, transparency, and user perception influence AI adoption, recommending Explainable AI integration to strengthen compliance and user confidence. Evaluated Finacle, 2FA, GDPR, and encryption techniques, identifying strategies that reduced security vulnerabilities by up to 40%.

• Emotion Recognition and Ethical AI

Conducted a qualitative analysis of CNN/RNN-based emotion recognition systems, emphasizing data augmentation, transfer learning, and ethical safeguards. Highlighted how affective computing can enhance mental-health support applications while ensuring fairness, consent, and privacy protection.

LEADERSHIP & VOLUNTEER EXPERIENCE

Amity University

Noida

• Class Representative

2023 – 25

Functioned as the liaison between 120+ students and faculty, resolving academic and administrative concerns, improving communication efficiency, and enhancing student participation in curriculum-related and extracurricular activities.

• Student Event Coordinator

2022 – 25

Organized and executed +15 college events, managing 20+ volunteers per event, coordinating logistics, and achieving high student turnout and engagement.

Bayyinah

United States (Remote)

Volunteer

Jul 2025 – Present

- Refined AI-assisted subtitles for 5–7 videos weekly, enhancing contextual accuracy and improving viewer comprehension and accessibility.
- Streamlined cross-team workflows and maintained centralized documentation, reducing content release delays and ensuring consistency across all digital projects. Contributed to improving overall content quality, supporting audience engagement and user satisfaction metrics.

SKILLS & CERTIFICATION

Skills: Business Communication, Leadership & Team Management, MS Office Suite, Canva, SEO & Digital Marketing, AI Content Editing, Cross-Team Coordination, Analytical Problem-Solving

Certifications: NPTEL Business and Sustainable Development; Merit Scholarship (2 consecutive years)