

KANISHMA J

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PROFESSIONAL SUMMARY

Aspiring product manager with knowledge of user research, requirements gathering, and problem analysis using structured methods. Eager to translate user feedback into actionable insights and support product improvements. Comfortable collaborating with cross-functional teams and documenting findings accurately. Looking to apply analytical thinking, technical understanding, and a proactive approach to support product development.

EXPERIENCE SUMMARY

BUSINESS DEVELOPMENT ASSOCIATE INTERN

Datamites – Onsite | [Oct 2024 – Feb 2025]

Prospected and qualified 10+ potential students per week through cold calls, LinkedIn, and email campaigns. Conducted product demos and counseling sessions, increasing student program enrollments by 10%. Collaborated with marketing to analyze campaign effectiveness and optimize lead conversion processes. Maintained accurate reports on leads, follow-ups, and enrollment trends for management review.

BUSINESS DEVELOPMENT ASSOCIATE INTERN

ClearTax – Onsite | [Apr 2025 – Aug 2025]

Assisted the sales team in onboarding 70+ new clients for ClearTax's SaaS-based tax and compliance solutions. Engaged with clients to understand business needs and aligned them with suitable product offerings, improving client satisfaction. Analyzed market trends and competitor strategies to provide actionable insights for pricing and positioning decisions, contributing to 5% increase in conversion rate.

TECHNICAL SKILLS

- C Language
- Machine Learning
- Python
- SQL

SOFT SKILLS

- Communication
- Time Management
- Adaptability
- Teamwork
- Problem-Solving

TOOLS

- Jira
- Notion
- Canva
- MS Word
- Excel

PROJECTS

WATER QUALITY MONITORING SYSTEM USING MACHINE LEARNING

DESCRIPTION : The system in issue for monitoring water quality was constructed utilizing a machine learning methods such as SVM, XG Booster and KNN. The use of machine learning techniques in water quality monitoring system enables more sophisticated and nuanced analysis of water quality data.

- **ROLE PLAYED :** Idea Proposer And Designer
- **TECHNOLOGY USED :** Machine Learning Techniques

MAZE SOLVER MICROMOUSE ROBOT

DESCRIPTION : The Micro mouse robot is a maze-solving robot built using C language, Flood fill algorithm, and Wall Following technique. It uses sensors to navigate the maze, find the shortest path to the goal, and avoid getting lost or stuck. Designed for speed and efficiency.

- **ROLE PLAYED :** Developing Algorithm
- **TECHNOLOGY USED :** C, PCB Design

CERTIFICATIONS

- **GOOGLE - Project Management Professional Certificate (ONGOING)**
An industry-recognized program that builds foundational project management skills, including planning, organizing and managing real-world projects.
- **COURSERA – Basics of C language**
An introductory course that teaches the fundamental concepts of C programming, including syntax, variables, loops and functions.
- **IBM – Basics of Python**
A beginner-friendly course that covers essential Python concepts such as data types, control flow and writing simple programs.

EDUCATION

- **Bannari Amman Institute of Technology** **2021-2025**
B.E ELECTRONICS AND COMMUNICATION ENGINEERING **7.3**
- **NMIMS (ON GOING)** **2025-2027**
BUSINESS MANAGEMENT

ACHIEVEMENTS

- IIT TECHFEST (MUMBAI) - Maze solver Micromouse Robot (WINNER)
- IIT SAASHTRA (CHENNAI) - Maze solver Micromouse Robot (WINNER)
- IIT CHENNAI – Oceans Hackathon'22 (PARTICIPATED)

DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

KANISHMA J