Aum Vats

its.aumvats@gmail.com | linkedin.com/in/aumvats | github.com/aumvats

EDUCATION

Saraswati Vidya Mandir, Sinidih — Jharkhand, IN
Intermediate, 94.8% — *Apr. 2019 - May 2021*

Saraswati Vidya Mandir, Sinidih — Jharkhand, IN
Matriculation, 97.2% — *Apr. 2014 - March 2019*

EXPERIENCE

Product Marketing Specialist — New Delhi, IN
Eazybe — *May 2024 – Sep. 2024*

- Led multi-channel marketing initiatives across LinkedIn, email, Twitter, and YouTube, resulting in a 129% increase in direct website revenue
- Created and implemented a comprehensive marketing Standard Operating Procedure (SOP) from scratch, including User-Generated Content (UGC) strategies
- Wrote case studies in partnership with client brands, showcasing successful collaborations and outcomes
- Designed & wrote the marketing pitch deck for the brand to be used by the sales team for cold-outreach.
- 14M organic impressions to eazybe.com via SEO during my tenure

PROJECTS

Padh.AI | *Python, Flask, React, Ollama* — April 2024 – May 2024

- Developed and implemented a cutting-edge AI solution utilizing OpenAI's Whisper Library and Meta's LLama2 through Langchain to optimize the summarization process of audio lectures and YouTube videos, leading to a 50% enhancement in note-generation accuracy.
- Integrated Langchain platform to facilitate user interaction via MCQ quizzes, enhancing engagement and knowledge retention; cost savings realized through streamlined processes resulting in 25% reduction.
- Enhanced user experience by enabling integration of OpenAI's API key to leverage OpenAI GPT for generating multiple-choice questions; resulting in a 30% improvement in MCQ quality and effectiveness.

Shortfilm and WebSeries ScriptWriter | *OpenAI* — Jan. 2024 - Feb. 2024

- Led a team of 3 to fine-tune a custom GPT based on OpenAI's GPT4 platform with datasets specifically selected with excellent cinematic details and creating a fictional cinematic universe as per the user prompts, achieving an organic growth of 30+ conversations in 20 days across the globe.
- Curated and analyzed datasets comprising 100+ scripts from renowned filmmakers like Christopher Nolan, Marvel Cinematic Universe, and DC Universe; identified and extracted key cinematic elements for cinematography and world-building excellence.

InfoGPT | *JS, Python, Hugging Face, Docker* — Nov. 2023 – Dec. 2023

- Engineered an advanced AI-driven text summarization application with a character limit ranging from 100 to 100,000, resulting in a 40% reduction in time spent summarizing lengthy research papers.
- Incorporated Meta's bart-cnn model using Hugging Face's Interference API through Postman, fine-tuned on CNN Daily newspaper data; achieved a remarkable 10x improvement in summarization capabilities, significantly enhancing content relevance and engagement metrics.

TECHNICAL SKILLS

Languages: Python, MySQL, SQLite, MongoDB,
Frameworks: React, Node.js, Flask, JUnit, WordPress, Material-UI, FastAPI
Developer Tools: Git, Docker, Linux Bash, VS Code, Visual Studio, PyCharm, IntelliJ, Eclipse
Libraries: CV, Pandas, Numpy, Matplotlib, Plotly, Scikit-learn, Django, Flask,