

MANSI RAJPUROHIT

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EDUCATION

Jodhpur Institute of Engineering and Technology

Bachelor of Technology in Computer Science and Engineering

- CGPA:- 8.02/10

Rajasthan, India

Aug. 2019 – Sep. 2023

Vandana Public Academy

RBSE

- CGPA:- 7.3/10

Rajasthan, India

Mar. 2018 – Mar. 2019

Central Academy

CBSE

- CGPA:- 7.4/10

Rajasthan, India

Mar. 2014 – Mar. 2016

WORK EXPERIENCE

Graphic Designer, Social Media Manager, Brand Strategist

Nov. 2024 – Feb. 2026

Manglam Event (OPC) Pvt. Ltd. and Shaadi Notes

- Collaborated with clients to understand their vision for weddings, and translated ideas into actionable product designs and experiences that ensure a joyful event.
- Led client consultations to gather event requirements, proposed creative ideas, conducted team meetings, prepared professional presentations, contributing to client pitches and internal planning.
- Designed and developed the company's website, managed social media presence and designed E-invites, wedding stationery, youtube thumbnails, instagram pamphlets, and led marketing initiatives aligned with latest trends and audience preferences.

Associate Product Manager

Oct. 2023 – Sep. 2024

AU

- Researched and executed different marketing strategies leading to generate 40 percent leads.
- Hosted sessions and campaigns virtually on product usage and benefits, and resolved queries by providing on-hand demo sessions individually to users with an average session rating 4/5.
- Collected feedback of 80+ individuals after product trial period and retained 40 percent customers in the initial period of trial.

Globalink Research Intern

Aug. 2022 – Oct. 2022

Mitacs

- Built **A Life In Texts(ALIT)/Texting Wilde Project(TWP)** which develops strategies for encoding biographical texts using XML, for computer-assisted biographical research and text analysis.
- Explored how the TWP website could be designed from the start, focused on building sustainable digital humanities projects using standard technologies: **XML, HTML5, JavaScript, CSS, and XSLT**.

PROJECTS

Manglam Event | *Angular, Next.js, Tailwind CSS, HTML, Firebase*

- Designed and developed the official website for Manglam Event using **Angular, Next.js, Tailwind CSS, HTML, and Firebase** to enhance the company's online presence and client outreach. The website serves as a portfolio to showcase our work and provides an accessible platform for potential clients to connect with us.

Go Local | *HTML, JS, CSS, PHP, MySQL*

- Designed a website using **HTML, JS, CSS, PHP, and MySQL** to support local businesses to embark their presence in the online world by selling handmade products to customers with the help of online market trends.

TECHNICAL SKILLS

Skills: C, C++, Python, Data Structures and Algorithms, HTML, CSS, JavaScript, Product Management, Project Management, Product Lifecycle, Product Marketing, Agile Methodologies, Product Strategy, UI Design, Graphic Design, Analytical ability, Operations and Management, Problem Solving, Content Writing

Developer Tools: Git, GitHub, VS Code, Jira, Figma, Trello, Confluence, Hotjar, GitLab, Airtable, Canva
Courses and Certifications: Google Project Management, Digital Product Management(Coursera), Software Product Management(Coursera), Google Agile Project Management, Google Digital Garage Certification, **Python Data structures**(Coursera), Introduction to **HTML5**(Coursera), GDG Devfest India(Participation Certificate), DevIncept and Hacktoberfest(**Open-Source** Contribution Certificate)