

MD Kamil

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Profile Summary

Motivated Sales and Marketing professional with experience in lead generation, digital marketing, CRM management, and campaign analytics. Proven ability to drive customer engagement and business growth through data-driven strategies and innovative marketing techniques.

Education

United University

Bachelor of Computer Application (BCA) — 7.78 CGPA

Prayagraj, India

June 2022 – June 2025

DR-Rizvi Spring Field School

Intermediate (72%)

Karari, Kaushambi, India

June 2020 – June 2022

DAV Public School

High School

Anpara, Sonbhadra, India

June 2020

Skill Summary

Languages: Python, SQL,

Tools: PowerPoint, Excel, MS Office Suite, Power BI, Tableau

Platforms: PyCharm, Hubspot, Brevo.ai

Soft Skills: Report Writing, People Management, Excellent Communication, System Management

Work Experience

Business Development and Marketing Intern

Glory Media Co. —

25 December 2024

- Conducted research and outreach to generate over 200 qualified leads, contributing directly to sales pipeline growth.
- Applied Conversion Rate Optimization (CRO) techniques, resulting in a 15% improvement in landing page performance.
- Managed and optimized CRM workflows using Hubspot, improving client follow-up efficiency and engagement.
- Analyzed client data to tailor marketing strategies and boost client retention by identifying behavioral patterns.

- Created and maintained a weekly content calendar, ensuring timely delivery of social media and blog content.
- Designed marketing materials (presentations, email templates) that improved brand consistency across campaigns.

Certifications

• Career Essentials in Data Analysis by Microsoft and LinkedIn	25 November 2024
• Data Analysis in Partnership with Google on Coursera	20 December 2024
• SEBI Investor Certificate Examination NISM Approved	2 February 2025

Projects

Student Performance Prediction | *Machine Learning, Python*

- Achieved a 96% accuracy rate in forecasting student academic performance by developing and deploying a machine learning model.
- Managed data integrity by handling missing values and encoding categorical variables, enhancing quality by 33%.
 - Conducted experiments with both classification and regression algorithms to identify the most suitable approach.
- Identified and comprehended key factors influencing academic performance through thorough analysis.

Personal Voice Assistant | *Python, Speech Recognition API*

- Developed a voice-controlled assistant using Python and Speech Recognition API.
- Integrated APIs (e.g., OpenWeather, NewsAPI) for real-time weather and news updates.
- Implemented speech-to-text and text-to-speech for seamless user interaction.

Face Recognition Attendance System | *OpenCV, FaceNet, VGGFace*

- Implemented real-time face detection and recognition using OpenCV and facial recognition libraries such as FaceNet and VGGFace.
- Achieved a high accuracy rate of [insert accuracy rate] through rigorous testing and optimization of the system.
- Designed a user-friendly interface for administrators to manage user profiles, view attendance records, and generate reports.