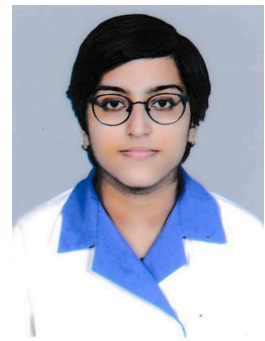# Sharanya Ganguly

Email: sharanyaganguly682@gmail.com | Phone: +91 8777541754 |
LinkedIn: [Sharanya Ganguly](#) | Location: Kolkata, India

Objective

Computer Science student specializing in Data Science and web development. Seeking opportunities to optimize models through data-driven methodologies.

Education

St. Xavier's College (Autonomous), Kolkata
Bachelor of Science in Computer Science | 2024 - Present
Relevant Courses: Linear Algebra, Information & Communication Technology, Digital Design, Programming in C, Entrepreneurship and Innovation, Technical Writing, Practical Labs.

● **Research Project:** Conducting a study on Sentiment Analysis in AI-Generated Text, exploring ethical implications and data science applications.

GD Birla Centre of Education
ISC High School (Mathematics & Computer Science) | 2010 - 2024

● Academic Excellence: Top 5% of class.
● Extracurricular Leadership: Led dramatics and creative writing teams; consistently ranked among the best in inter-school competitions.

Experience

[Business Development Intern](#)
Younity | Oct 2024 - Jan 2025

● Assisted in business development strategies and lead generation, increasing customer engagement by 20% through targeted outreach.
● Developed marketing plans and conducted market research to improve service offerings.
● Managed client relationships, enhancing customer retention.

Data & Inventory Management Intern

uperceram | June 2024 - Sept 2024

● Optimized pre-finished product stock levels using data analytics and customer requirement analysis.
● Oversaw e-commerce website operations including product listings, inventory updates, and seasonal campaigns.
● Handled social media content strategy, scheduling, and engagement across Instagram, Facebook & LinkedIn
●

Digital Marketing Intern
SparklebyDj | Since March 2025

● Created and managed [SEO-optimized blogs](#) content to increase organic traffic.
● Streamlined inventory management, reducing operational inefficiencies by 15%.
● Analyzed marketing performance using Google Analytics and Search Consnole; improved CTR and retention through targeted campaigns
● Handled social media content strategy, scheduling, and engagement across Instagram, Facebook & LinkedIn

- Obtained a [certificate from Skill Nation for Social Media Marketing](#)

Skills & Certifications

Technical Skills

- **Programming:** Python, C, C++, R, SQL, JavaScript, Java
- **Data Science:** NLP, Sentiment Analysis, Model Training
- **Web Development:** HTML, CSS, JavaScript, Tailwind CSS, SEO Copywriting

Business & Creative Skills

- Market Research, Business Development, Client Relations
- Leadership, Scriptwriting, Public Speaking

Projects

[Heartline Messages](#)

- Developed and launched a web-based platform using HTML, CSS, and JavaScript to allow users to send anonymous, heartfelt messages.
- Implemented front-end and UI enhancements using Tailwind CSS for an intuitive user experience.
- Managed SEO strategies to optimize site visibility and engagement.
- Marketed and improved engagement by 200%

Languages

- English (Fluent)
- Bengali (Fluent)
- Hindi (Fluent)