

# Medhini C U

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## Professional Objective

Motivated and detail-oriented Computer Science graduate with a strong foundation in technical tools and a growing passion for strategic marketing and sales operations. Eager to leverage data-driven insights, communication skills, and analytical thinking to contribute to the success of an FMCG company focused on the USA market. Seeking a full-time Sales & Marketing Officer role to bridge technical knowledge with business acumen.

## Education

### **PES Institute of Technology and Management, VTU**

Bachelor of Engineering, Computer Science & Engineering

Shimoga, India | Aug 2019 – May 2023

### **Acharya Pre-University College – Karnataka Board**

Science | Shimoga, India | Jun 2017 – May 2019

### **Vikasa High School – Karnataka Board**

Shimoga, India | Completed Apr 2017

## Key Skills

Sales & Marketing Tools: MS Excel, Google Sheets, PowerPoint, Canva.

Business & Soft Skills: Market Research, Communication, Team Coordination, Analytical Thinking.

Technical Skills: Python, Java, HTML, CSS, MySQL, Data Structures, OOPS.

Tools/IDEs: Eclipse, VS Code, Streamlit, Flask, FastAPI.

## Structured Graduate Training Program Experience

- Participate in structured introduction programs to gain comprehensive experience.
- Support daily operations and tasks in the respective department.
- Shadow experienced staff to gain insights into their roles.
- Rotate through various departments to gain a comprehensive understanding of the organization's different aspects.
- Attend training sessions and workshops to build relevant skills and knowledge.

## Project – FMCG Domain

Market Expansion Strategy for an FMCG Product in the USA Region

Self-initiated Project | Jan 2025 – Mar 2025

- Conducted in-depth market research on consumer trends in the Northern USA using online databases and surveys.
- Analyzed competitors and identified key differentiators to position the product effectively.
- Used Excel to build sales forecasting models and design inventory management strategies.
- Created go-to-market strategy presentations using PowerPoint and Canva to simulate product launch.
- Focused on optimizing distribution and marketing efficiency while ensuring cost-effectiveness.

## Technical Projects (Supporting Role)

Oral Cancer Detection Using Deep Learning

- Developed a deep learning model using CNN architectures (VGG, ResNet) and tools like TensorFlow/Keras.
- Deployed via Streamlit; integrated Grad-CAM and SHAP for explainability.

Fake News Detection Using Machine Learning

- Built a machine learning model using RNNs/LSTM for news verification.
- Scraped data via BeautifulSoup and deployed the app using Flask/Django.

Human Activity Recognition Using 3-D Posture Data

- Implemented time-series classification using LSTM & PCA with 3D data.
- Used PyTorch, OpenCV, Flask, and AWS for deployment.

## Certifications

- Responsive Web Design – freeCodeCamp
- Full-Stack Development – 2024, Certificate ID: 1044af3f-3526-4192-8932-584169b950de
- Preplnsta HTML & CSS – 2023

## Achievements & Activities

- Recognized as “Excellent Intern Employee”, 2022
- Volunteered for technical and promotional events during college fests.
- Regular contributor to project-based learning communities.