

CONTACT

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TECHNICAL PROFICIENCIES

- Machine Learning Algorithms
- Python for Data & Cognitive Science
- Data Analysis
- Microsoft Office
- Java
- C++
- Google Analytics
- Digital and Social Media
- Adobe
- Problem solving
- Analytical Skills

CERTIFICATION

Excellence in College Services UCSC

- Received a certification during my commencement for influential engagement in college affairs whilst maintaining a high academic career.

Google Cloud Machine Learning Engineer Google

EDUCATION

Cognitive Science (B.S.) University of California - Santa Cruz

Received my Bachelor's of Science degree in Cognitive Science with specialization in Artificial Intelligence and Human-Computer Interaction.

BHARGAV SHAH

COGNITIVE SCIENTIST - ARTIFICIAL INTELLIGENCE SPECIALIST

SUMMARY

Dedicated and results-driven individual with a Bachelor's degree in Artificial Intelligence/Human-Computer Interactions. Capable of leveraging cutting-edge technologies to drive innovative solutions in data science and AI. Ability to develop and deploy machine learning models, optimize algorithms, and enhance software systems for efficiency and performance. Skilled in interpreting complex data sets to extract actionable insights and drive informed decision-making. Dedicated to continuous learning and staying abreast of emerging technologies to contribute to innovative projects and drive organizational success in data-driven environments.

EXPERIENCE

Sales and Marketing Service Member Total Wine & More

Nov 2023 - Present

- Execute incremental growth strategies for individual brands by implementing targeted marketing strategies and data analysis which led to enhanced profitability, product expansion, and growth.
- Connect and build trusting relations with customers aimed at promoting store-focused spirits sales with confidence and enthusiasm.
- Resulting in heightened store-focused sales for spirits and wine. Increased average Spirit direct sales to 25.6% with a goal of 20%.
- Trained on diverse national retail devices and software systems: Xpos, Sam, Joey, and etc.

Summer Session Marketing Intern University of California - Santa Cruz

2021 - 2022

- Increased Instagram follower count by 175+ and average reels/post engagement by 550+ users, a 67% increase to its base, by implementing first ever Instagram reels marketing strategy campaign.
- Gained 30% new followers thru all social platforms in a fortnight by executing Google Analytics to find trends in data and updating both media content and design to address found trends.
- Using UC wide WCMS and SiteAware reviewed project specifications and designed technology solutions that met or exceeded performance expectations.
- Trouble-shoot complex issues and update website daily while applying the best practices for website development.

Intern Healthy Within Inc.

2018 - 2019

- Facilitated the science of the brain and Neurology by learning and observing EEG studies and making reports.
- Shadowing respected doctors to understand neurofeedback, by diagnosing patients and understanding appropriate medications
- Developed data science skills by creating a program using python that enables automated data analysis and separation during data study.

PROJECTS

Slugbot

Collaborator and Developer

- Collaborated with two students to redesign and develop a robust university AI chatbot using Python to meet product requirements for functionality, scalability, and performance as required.

Computer Games

Developer & Tester

- Utilized python to design multiplayer game against AI aimed at using backtracking algorithm to effectively solve given Sudoku board in the quickest time.
- Designed various games using python and GUI interface to implement conditionals and guessing algorithms to play games against the user:
 - Rock, Paper and Scissors,
 - Madlibs
 - Guess the Number

Destin Vs The World

Developer and Tester

- Using Construct 3 created an immersive open world experience with focus on telling story of Destin, a character in search of love, while overcoming challenges posed by bosses and obstacles.

RELEVANT COURSEWORK

- Algorithms & Abstract Data Types, Leadership and Conflict Resolution, Micro and Macroeconomics, Applied Discrete Mathematics, Programming for Cognitive Scientists, Technical Development Through Cultures, Networking and Technology