

ANIMESH HEMBRAM

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SUMMARY

Computer Science Engineering graduate and AI-enabled builder with hands-on experience in programming, Generative AI, Prompt Engineering, market research, marketing, and creative strategy. Combines technical foundations with a strong creative mindset, using AI and experimentation to explore, prototype, and build both technical and non-technical solutions. Co-founded a Gen-Z fashion startup, developing 75+ apparel concepts while shaping its brand positioning, identity, and content strategy through market and competitor research.

SKILLS

AI & Technical: Prompt Engineering, Programming Fundamentals (Python, Java, C), Cybersecurity Fundamentals, MS Word, Google Docs, Google Sheets, PowerPoint, GitHub, VS Code, Miro, Generative AI Tools - ChatGPT, Claude, Gemini, Claude Code

Creative & Strategy: Brand Strategy, Creative Direction, Content Strategy & Ideation, Market Research, Storytelling, Ad Copywriting, Scriptwriting, Social Media Marketing

Design & Production: UI/UX Design - Figma, Graphic Design - Canva, Kittl, Video Editing & Sound Design - Adobe Premiere Pro, Wondershare Filmora, Google Omni and Labs, FL Studio, ElevenLabs, CapCut

Core Strengths: Problem-Solving, Critical Thinking, Research, Leadership, Adaptability, Team Collaboration, Project Management, Management

WORK EXPERIENCE

Co-Founder & Creative Director — StyleSaga

Feb 2023 – Aug 2023

- Conceptualized and led a Gen-Z-focused unisex streetwear brand challenging traditional gender norms in fashion, designing **75+ original apparel concepts**.
- Shaped brand positioning through independent market research across Tier 2-4 college peer surveys, Instagram analysis, and competitor benchmarking against Snitch, The Souled Store, Bonkers Corner, Zudio, and Westside.
- Built full brand identity, content strategy, and a pre-launch social pipeline (reels, carousels, stories) before pausing operations due to co-founder departure and inventory constraints.

Marketing Intern — Cnear

Feb 2025 – Jun 2025

- Shaped content direction and messaging for recruitment marketing campaigns by researching in-demand skills and hiring trends across UI/UX, AI, and development roles.
- Designed an Instagram employer-branding campaign (“Why Us / Trust Us”) to sharpen recruitment messaging and candidate trust.

Social Service Intern — Pawzz Foundation

Feb 2025 – Mar 2025

- Created digital awareness content for Instagram and WhatsApp supporting animal rescue, rehabilitation, and adoption campaigns.
- Raised **₹1,500** in donor contributions through campaign content and outreach.

Fundraising Intern — Muskurahat Foundation

Jul 2024 – Aug 2024

- Crafted impact-driven social storytelling on child hunger and malnutrition and supported crowdfunding outreach to drive donor participation.
- Raised **₹750** in donor contributions through the campaign.

PROJECTS

Habit Tracker — Personal Project

[GitHub](#)

- Built a cross-platform desktop habit-tracking app (HTML/CSS/JS, Rust wrapper) with streak tracking and a GitHub-style analytics heatmap.
- Designed a tiered scoring system and a year-over-year heatmap switcher to visualize consistency and per-habit progress over time.

EDUCATION

B.Tech in Computer Science Engineering — Usha Martin University, Ranchi

Oct 2022 – Jun 2026

- Led graphic design for the first-ever GDG (Google Developer Group) event at Usha Martin University and contributed to the design team at GDG St. Xavier's College, Ranchi, creating posters, banners, and social creatives for AI, Generative AI, and coding events.

CERTIFICATIONS & ACHIEVEMENTS

Introduction to Generative AI, Responsible AI & LLMs and Google Cloud Gemini at Work (Google), Build with AI Workshop (GDG Ranchi), Digital Marketing Masterclass: Meta Ads for Business (AcceleratorX), ScriptSmith Scriptwriting Workshop, Metvy Business Program, Cybersecurity Foundations, Threat Landscape & Terminology (LinkedIn Learning), Accenture Innovation Challenge 2024 (Accenture), Google Solution Challenge 2025 (Google Developer Group)