

Swastik Mishra

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EDUCATION

New York University <i>Master of Science in Financial Engineering, CGPA - 3.89/4.00</i> Coursework: Quantitative Methods, Derivative Securities, Valuation, Fixed Income Strategies, Mergers & Acquisitions	May 2027 <i>New York City, United States</i>
Bennett University <i>Bachelor of Technology in Computer Science and Engineering, CGPA - 3.72/4</i> Coursework: Machine Learning, Time Series Analysis, Data Structures & Algorithms, High Performance Computing	June 2025 <i>Greater Noida, India</i>

SKILLS & RECOGNITION

Programming Languages: Python, R, C++, SQL; experienced with modern ML frameworks (PyTorch, TensorFlow)
Competitions: Cornell Trading Competition 2025 (Team-NYU), Qualcomm Edge AI Hackathon (Top 30), Publicis Hackathon (Top 10)
Awards: Publicis Media Spotlight Award (2023), 2 nd Starcom Global Movement Awards (2024), Chanakya Fellowships (₹100k grant)
Certifications: Bloomberg Market Concepts, Simulation & Modeling of Natural Processes (Université de Genève)

WORK EXPERIENCE

Publicis Media South Asia <i>Data Science Intern, Solutions Team</i>	Aug. 2023 – Dec. 2024 <i>Gurugram, India</i>
<ul style="list-style-type: none">▪ Led APAC strategy for a global FMCG; boosting portfolio marketing mROI by 1.5% through simulation-driven budget optimization▪ Delivered MMM solutions for Fortune 500 brands, developing tools & dashboard products generating \$240k+ revenue annually▪ Built a Generative AI-based culture insights tool, deployed across 15+ markets for 5+ brands, driving \$300k+ in annual revenue▪ Developed geospatial zipcode-level targeting strategy across 8 metropolitan areas, contributing to a \$40M media mandate win▪ Led a multi-market structural equation modeling study for a SE-Asia brand, analyzed 50+ touchpoints measuring brand equity drivers▪ Developed Python-R integration for Robyn in Streamlit with AWS, collaborating with Meta; adopted globally by Publicis teams▪ Led questionnaire design, served as Publicis’ SPOC, created end-to-end analysis & presentations for a large Indian Gen Z study	
IIT Indore Drishti CPS Foundation <i>Research Intern under Dr. Tanveer Ahmed</i>	Mar. 2023 – Dec. 2023 <i>Indore, India</i>
<ul style="list-style-type: none">▪ Developed agent-driven case retrieval & cross-document search, reducing dimensionality by 25% while preserving search quality▪ Designed legal reasoning engine using precedent search across 5+ Acts and 250+ cases in a tree search, automating defense arguments▪ Presented AI tools to government and industry leaders at showcases SETU 2023 and 2024, securing continued development support	
Indian Institute of Science, Education and Research <i>Summer Research Intern, Weather and Climate Modeling Lab</i>	May 2023 – July 2023 <i>Mohali, India</i>
<ul style="list-style-type: none">▪ Improved LSTM model R² for Himalayan rainfall prediction by 30 ppts by integrating sea surface temperatures & other indicators▪ Engineered data pipelines automating sliding-window processing, feature scaling, and metric logging, reducing model iteration time▪ Automated daily Ministry of Earth Sciences climate data ingestion via Python scrapers, eliminating 15+ manual hours/month	

PROJECTS

SnapIndex <i>Project Team Lead</i>	Sep. 2025 <i>New York City, United States</i>
<ul style="list-style-type: none">▪ Built Windows-native local semantic search (35+ file-types) delivering sub-second directory searches optimized for Snapdragon NPUs▪ Integrated 3 models: ViT (image tagging) & BGE (text embeddings) on ONNX runtimes, & Qwen LLM (contextual file renaming)▪ Led team to Qualcomm Edge AI Hackathon finals (Top 30); built right-click enabled compiled executable via registry configuration	
Digital Adhivakta <i>Project Team Lead</i>	Sep. 2023 – June 2024 <i>Indore, India</i>
<ul style="list-style-type: none">▪ Deployed semantic Delhi High Court Judgement search on AWS using OpenSearch & MPNetV2 enabling sub-100ms latency retrieval▪ Automated judgment mining & vectorization via efficient Python data scraper pipelines, processing over 100k+ documents end-to-end▪ Led team to win Chanakya Fellowship, securing ₹100,000 development grant and incubation support through AWS Activate	
Generative Adversarial Networks in siRNA Discovery <i>Research Assistant under Dr. Anuj Kumar Bharti</i>	Mar. 2023 – June 2023 <i>Mohali, India</i>
<ul style="list-style-type: none">▪ Developed DCGAN and WGAN models with Wasserstein loss to generate novel siRNA sequences targeting glioblastoma cancer cells	