

Mohith Pinninti

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PROFESSIONAL SUMMARY

Ambitious B.Tech 4th-year ECE student specializing in AI/ML, and multi-domain builder with hands-on experience in AI/ML engineering, system architecture, and full-stack development. Founded and currently operating ScaleUp Marketing, a local-business digital agency, and led the marketing & tech wing of Shore Fest 2026 as Head of Marketing, driving 11,000+ student attendance. Skilled in LLM fine-tuning, RAG pipelines, algorithmic trading systems, and multi-layer system design, with practical experience designing, debugging, and performance-tuning production-style systems end to end. Passionate about turning ideas into scalable, real-world ventures.

EDUCATION

B.Tech in Electronics & Communication Engineering (AI & ML Specialization)

GITAM (Deemed to be University), Visakhapatnam | 2023 – Expected 2027

SKILLS

Systems & Software Engineering: System architecture & design (multi-layer architectures, fault-tolerant retry/backoff strategies), distributed systems fundamentals, database design & management (Supabase, Firebase), debugging & performance optimization, data mining & analysis (live data ingestion, feature extraction), real-time data visualization, network programming (REST APIs, HMAC-authenticated requests), reliability engineering (unit testing, logging, monitoring)

AI / ML Engineering: LLM fine-tuning, RAG pipelines, AI chatbot development, model architecture & integration, prompt engineering, NLP sentiment analysis (VADER, FinBERT)

Algorithmic Trading & Fintech: Binance Futures API, HMAC-signed REST clients, market/limit order execution, trading bot architecture, exponential backoff & retry logic, dry-run simulation

Full-Stack Development: React, Python, Flask, REST APIs, Supabase, Firebase, web app development

Digital Marketing: Meta Ads, influencer marketing, content creation & distribution, social media management, e-commerce, websites

Entrepreneurship & Innovation: Startup ideation, agency operations, campaign management, product-market fit exploration

Leadership & Communication: Team coordination, multi-domain project management, pitching, PR & outreach, time management

EXPERIENCE & VENTURES

Shore Fest 2026 — Head of Marketing | GITAM University, 2026

- Led a cross-functional team across Design, Media, PR & Outreach, and Tech domains for one of the university's largest cultural & sports festivals.
- Planned and executed multi-channel marketing campaigns (social media, email, on-ground) that drove over 11,000 student attendees.
- Managed the official Shore Fest website through a dedicated tech team, ensuring real-time updates and seamless user experience.
- Coordinated PR outreach, brand partnerships, and influencer collaborations to maximise event visibility.

ScaleUp Marketing — Founder & Digital Marketing Lead | Visakhapatnam, Ongoing

- Founded and independently operate a digital marketing agency serving local businesses across Visakhapatnam.
- Handle end-to-end content creation, content distribution, and ad campaigns (Meta Ads) to increase brand visibility.
- Helped offline businesses (furniture stores, cafes, restaurants) establish strong online presence, generating approx. ₹1 lakh in monthly revenue for clients.
- Built and managed social media handles, e-commerce pages, and business websites for multiple clients.

PROJECTS

RedRob — AI Candidate Ranking Engine | [GitHub](https://github.com/mohith4pinninti/RedRob)

- Architected a 7-stage automated candidate-ranking pipeline (parsing → feature extraction → skill matching → experience scoring → weighted aggregation → ranking → reporting) to screen and rank job applicants at scale.
- Designed a configurable, weighted multi-factor scoring engine that combines several evaluation signals into a single transparent rank, with weights tunable independently of pipeline logic.
- Built each pipeline stage as an isolated, independently testable module to simplify debugging and enable targeted performance optimization.

CryptoBot CLI — Binance Futures Algorithmic Trading Bot | [GitHub](#)

- Built a Python CLI trading bot for Binance Futures Testnet supporting market orders, limit orders (GTC/IOC/FOK), and live order cancellation on USDT-M perpetuals.
- Designed a strict 4-layer architecture (Client → Orders → Validator → CLI) with HMAC-signed REST calls, 3x exponential backoff on 5xx errors, and rotating log files.
- Integrated a news sentiment analysis module using VADER and FinBERT, fetching live crypto headlines from CryptoPanic/CoinTelegraph RSS with time-decay weighting to score market mood before order placement.
- Built a Flask + React web dashboard for monitoring live prices, news sentiment predictions (via Google Gemini), and testnet P&L in real time.
- Implemented dry-run mode, full input validation (symbol, qty stepSize, price tickSize, balance), and comprehensive unit tests with mocked HTTP calls.

TalentSia – AI Career Platform | [GitHub](#)

- Comprehensive AI-powered career platform designed to help users navigate their professional journey with AI-driven insights and personalised recommendations.
- Built a Resume Builder supporting both manual creation and file upload, generating ATS-friendly resumes with AI-driven feedback including skill gaps and match scores.
- Implemented interest-based career matching (Frontend, Data Science, etc.) and a job recommendation engine that ranks listings by skill compatibility.
- Built with React, TypeScript, Vite, Tailwind CSS, and shadcn/ui on the frontend; Supabase for backend and authentication (Email & Google OAuth); Zustand and React Query for state management.

AI Chatbot for Colleges

- Built an intelligent admission chatbot that answers student queries and auto-generates lead summaries for college admissions teams.

AI Prompt Social Platform — Pinterest for AI Prompts | [GitHub](#)

- A Pinterest-inspired social platform for discovering and sharing AI image prompts with masonry grid layout, community-generated content, social engagement (likes & saves), and a Twitter-algorithm-powered recommendation engine.

LLM Fine-Tuning & RAG Bots

- Built and fine-tuned multiple LLM-based bots using RAG architecture with model integration frameworks and embedding pipelines for domain-specific AI applications.

ACHIEVEMENTS

- Successfully led Shore Fest 2026 marketing & tech operations, achieving 11,000+ student attendance as Head of Marketing.
- Founded ScaleUp Marketing agency — independently managing campaigns, content, and client growth for multiple local businesses.
- Built and deployed multiple full-stack AI-powered products (RedRob, TalentSia, AI Prompt Platform, Admission Chatbot, CryptoBot CLI) as solo projects.
- Demonstrated multi-domain expertise across AI/ML engineering, algorithmic trading, full-stack development, and digital marketing simultaneously.
- Consistently ideating and validating high-impact startup concepts aimed at solving real-world problems at scale.