

SHALAKA DIPAK MHASKE

AI Product Specialist | Prompt Engineer | Content Creator | Economics Graduate

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LinkedIn | Portfolio: sha204.github.io | GitHub: github.com/Sha204

PROFESSIONAL SUMMARY

Passionate AI specialist with 2+ years of customer operations experience and demonstrated expertise in creating AI-driven products. Economics-trained with strong analytical mindset and proven ability to build multilingual solutions. Driven by genuine passion for learning, growth, and creating meaningful impact through intelligent technology.

AI TOOLS & PLATFORMS

Primary AI Tools: Claude, ChatGPT, Google Gemini, Canva (AI Design), Grok

Expertise: Prompt Engineering, AI Content Generation, RAG Systems, Multilingual Support (Marathi, Hindi, English)

CORE SKILLS & STRENGTHS

- Communication:** Verbal & written communication | Multilingual (English, Hindi, Marathi) | Clear presentation skills
- Analytical Thinking:** Economics-trained research mindset | Data interpretation | Market analysis | Structured problem-solving
- Product & AI:** User-centric product thinking | Prompt engineering | AI tool proficiency | Growth mindset

PROFESSIONAL EXPERIENCE

Customer Service & Operations Executive — Royara Corporate Services (Tourism Industry) | 2 Years

- Managed 500+ monthly customer interactions across corporate travel and service bookings
- Reduced response time by 62% (from 4 hours to 1.5 hours) through process optimization
- Maintained 95%+ customer query resolution on first contact with 4.8/5 satisfaction rating
- Coordinated complex itineraries and travel arrangements with accuracy and professionalism
- Identified and proposed AI automation solutions to streamline repetitive customer support tasks

AI PROJECTS & APPLICATIONS

1. GWBW — Home Services Booking App

Multilingual mobile-first booking platform (Marathi, Hindi, English) with GPS location detection

→ *Live: sha204.github.io/GWBW-app | 3 language support | 50+ beta testers*

2. Marathi History RAG Chatbot

Retrieval-Augmented Generation (RAG) Q&A; system combining AI language models with curated Marathi history knowledge bases

→ *GitHub: github.com/Sha204/MARAHI-HISTORY-RAG | Handles 100+ queries | 85%+ accuracy*

3. AI Social Media Content Generator

AI workflow generating Instagram posts, captions, hashtags, and marketing ideas for creators and small businesses

→ *Generated 500+ social media assets | 40% time reduction in content creation | 10+ active users*

4. AI Advertisement Poster Creator

Combines Canva AI design with LLM-powered copywriting to auto-generate professional product advertisements

→ *Creates polished ads in 2 minutes | Tested with e-commerce brands | Design automation success*

5. AI Resume & Cover Letter Generator

Automated workflow using advanced prompt engineering to generate tailored, customizable resumes and cover letters

→ *100+ resumes generated | Role-specific customization | Demonstrates prompt engineering mastery*

6. AI Video Creation & Editing using Grok

Leveraged Grok AI to produce, edit, and publish short-form video content for portfolio and social media showcasing

→ *GitHub: github.com/Sha204/grok_ai_videos | 6+ AI-generated videos | End-to-end video content workflow*

EDUCATION

- Master of Arts (Economics) — Swami Ramanand Teerth Marathwada University, Nanded (68%)
- Bachelor of Arts (Economics, Marathi, Geography) — Shankarrao Chavan Mahavidyalaya, Ardhapur
- Higher Secondary Certificate (HSC) — Vasant Naik Mahavidyalaya, Islapur (66%)
- Secondary School Certificate (SSC) — Jilha Parishad High School, Islapur (60%)

LANGUAGES

Marathi: Native Fluency | Hindi: Fluent | English: Professional

KEY DIFFERENTIATORS

- Trilingual capability — strong advantage for regional markets in India
- 6 production AI projects demonstrating end-to-end product thinking
- Proven expertise in prompt engineering, RAG systems, and AI content generation
- Economics background provides unique analytical perspective on market needs and product-market fit
- Strong communication skills bridging technical AI concepts with business value
- Passionate learner with growth mindset and genuine enthusiasm for AI-driven solutions