

# Paras Chopra

23, Male, Single

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## SUMMARY

- Interests include technology startups, online marketing, web programming and machine learning
- Completed Bachelor of Engineering from Delhi College of Engineering in 2008 with 83% marks and stood 1st in the department
- Published 3 research papers in international peer-reviewed journals
- Was selected for numerous international and national fellowships and scholarships during undergraduate studies

## OBJECTIVE

To change the online marketing world forever

## EDUCATION

- *Delhi College of Engineering, Delhi University, India (2004-2008)*  
Completed "**Bachelor of Engineering in Biotechnology**" course with **82.3%** marks and stood **1st** in the department  
GRE General Test Score **1500/1600** (Verbal: 700/800, Quantitative: 800/800 and Analytical Writing 4.5/6)
- *Class XII (Higher Secondary), CBSE Board (2004)*. Ranked **1st** in class with **91.4%** aggregate marks
- *Class X (Secondary), CBSE Board (2002)*. Ranked **2nd in class** with **87.4%** aggregate marks

## EXPERIENCE

- **Founder | Wingify: A Product Startup in Web Analytics and Optimization Space** (*Jun, 2009 - contd.*)  
The company's single-minded mission is to help people make more money from their websites. It creates do-it-yourself, intelligent and affordable tools that a small/medium sized website owner can use for increases sales and revenues. It recently got shortlisted for [Econsultancy's innovation awards](#) in web analytics category
- **R&D Engineer | Aspiring Minds: An Employability Assessment Startup** (*Oct, 2008 - Mar, 2010*)  
My job is to analyze and devise Artificial Intelligence and Machine Learning algorithms for enabling accurate large scale assessment via standardized Computer Adaptive Tests. Techniques used include Bayesian inference, active learning, non-linear optimization and various classification, data mining and predictive analytics methods
- **Analyst | Grail Research: A Custom Business Research Company** (*Jul, 2008 - Oct, 2008*)  
I was part of the Life Sciences group in Grail Research. As an Analyst, my job responsibility was to tackle business research problems and come up with relevant data and insights through primary and secondary research

## WORK

- **Wingify, making tools for helping people make more money from their websites:**
  - Launched first product [Visual Website Optimizer](#), a hassle-free A/B testing tool
  - Created semantic and contextual targeting technology [ContextSense](#)
  - Working towards the vision of creating [integrated suite of tools](#) for website optimization
  - Developing [cutting-edge technology](#) such as behavioral targeting, realtime visitor segmentation, funnel analysis, multivariate testing, etc.
  - Applying machine learning algorithms to website activity data to provide insights and predictions for visitor behavior

- **Initiated and developed numerous web apps from the scratch:**
  - Developed [AwesomeVocab](#): a vocabulary application with an innovative interface (*Nov, 2009 - contd.*)
  - Created [Kroomsa.com](#): an indian independent bands and artists music Platform (*Jul, 2008 - contd.*)
  - Developed [MyJugaad.in](#): a slideshow for webpages (*Jul, 2008 - contd.*)
  - Created [Precimark](#): an interesting combination of advertisement network and link exchange (*June, 2007 - August, 2007*)
  - Founded [NaramCheez](#): a software development company at the age of 13
  - Other projects include [StartupLogic](#) and [Bloggage](#)
- **Implemented numerous Artificial Intelligence and Machine Learning techniques (2003 - contd.)**  
Implemented [Genetic Programming & Self-Organizing Maps](#) in Python language and [Cellular Automata](#) software in Visual Basic. A feed-forward backpropagation neural network was implemented in [C++](#) & [Visual Basic](#). In addition to this, also wrote my version of [Genetic Algorithm](#) and a [basic chatbot](#)

## ACHIEVEMENTS

- *Academics*
  1. Was selected for **MRC-Laboratory of Molecular Biology, Cambridge, UK Summer Research Studentship 2007**, **JNCASR's Summer Research Fellowship 2007** and **Indian Academy of Sciences Summer Research Fellowship 2006**
  2. Was awarded "*Certificate of Merit*" from CBSE in the subject of *Physics* for being among **top 0.1%** scorers in the senior secondary examinations
  3. Secured **rank 456** out of more than 50,000 candidates in the Engineering Common Entrance Examination (CEE)
- *Misc*
  1. Wingify got [shortlisted for Econsultancy's innovation awards](#) in web analytics and optimization domain
  2. Kroomsa got featured on a national TV show (ET NOW) and a national newspaper (Times of India)
  3. Developed a web application ([MyJugaad.in](#)) in [six days and with Rs 350 only](#); the web application is featured on [KillerStartups.com](#), [DesiStartups.com](#) and [other websites](#)
  4. Won **second prize** for [Bloggage](#) (a blogging platform) at Troika '06 and 2nd prize for the chatbot [SPEAK](#) at Innovision '06
  5. [Business Plan for BioGeeks](#) won **first prize** at Bioventures, BioHorizon 2006, IIT-Delhi
  6. Won **first prize** for the business plan pitching competition at [ASES Singapore Summit 2005](#)
  7. Awarded **second Prize** for a technical paper on '[Genetically modified crops in India](#)' at Tatva 2005

## PUBLICATIONS (peer reviewed)

- **Paras Chopra** and Andreas Bender. [A Quantitative bgl Operon Model for E. coli Requires BglF Conformational Change for Sugar Transport](#). *Transactions on Computational Systems Biology IX* (2008)
- **Paras Chopra** and Andreas Bender. [Evolved cellular automata for protein secondary structure prediction imitate the determinants for folding observed in nature](#). *In Silico Biol.* 7, 0007 (2006)
- **Paras Chopra** and Akhil Kamma. [Engineering Life through Synthetic Biology](#). *In Silico Biol.* 6, 0038 (2006)

## RESEARCH EXPERIENCE

- **B.E. Major Project at Biotechnology Department, Delhi College of Engineering, Delhi | Creation of a Basic Digital Life Simulator to Study Evolution through Artificial Life (Jan 2008 – May 2008)**

Leading a group of three, working under Dr. Taruna Arora, I developed and implemented a minimalistic digital life simulator (**PyPond**) to study the origin of life and (digital) evolution

- **Summer Researcher at School of Physical Sciences, Jawaharlal Nehru University, Delhi | Modeling firefly flash synchronization in a group** (May, 2007 - July 2007)

Under guidance of Dr. Ram Ramaswamy, modeled the phenomenon involving synchronization of flashes in a group of fireflies (of a select species). Specifically, implemented Mirolo and Strogatz model, verified it and later expanded it to include spatial considerations

- **Research Intern at National Center for Biological Sciences, Bangalore | A predictive tool for protein-protein interactions in a specific protein family** (Dec, 2006 - Jan, 2007)

Working under Dr. Mukund Thattai at National Center for Biological Sciences, Bangalore, developed a **web based tool** for predicting subclasses of proteins (belonging to a specific protein family) based on its amino acid sequence only

- **Summer Research Fellow at Indian Institute of Science (IISc), Bangalore | A quantitative model for the regulation of the *bgl* operon in *E. coli*** (Jun, 2006 - Jul, 2006)

Under guidance of Prof. V. Nanjundiah and Prof. S. Mahadevan in Molecular Reproduction, Development and Genetics department of IISc, Bangalore, developed a quantitative model for the regulation of the *bgl* operon in *E. coli*. The prestigious summer research fellowship was awarded by the Indian Academy of Sciences

## SKILLS

- General purpose algorithm design and development using Python, C++, MATLAB and Visual Basic
- Designing applications involving Artificial Intelligence and Machine Learning
- Web application programming using AJAX, PHP, Python, Javascript, etc.
- Taking entrepreneurial initiatives; incubating creative ideas and executing them