**Amit Sharma  
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**Objective**

**Innovative Electrical Engineer with 5+ years of experience, specializing in power systems, circuit design, and industrial automation, with a growing expertise in Data Analytics and Marketing Strategies. Passionate about leveraging technical proficiency and data-driven insights to optimize engineering solutions and business performance.**

**Core Skills**

**Electrical Engineering**

* **Power Systems & Distribution**
* **Circuit Design & Analysis (Analog & Digital)**
* **PLC Programming & Industrial Automation**
* **Renewable Energy Systems (Solar, Wind)**
* **Electrical Safety Standards (NEC, IEC)**
* **AutoCAD, MATLAB, ETAP, Proteus**

**Data Science & Analytics**

* **Python, SQL, Excel (Advanced)**
* **Data Visualization (Power BI, Tableau)**
* **Predictive Modeling & Statistical Analysis**
* **Machine Learning (Scikit-Learn, TensorFlow)**

**Marketing & Business Insights**

* **Market Research & Competitive Analysis**
* **Campaign Performance Analysis**
* **SEO, Google Analytics**
* **Customer Segmentation**

**Professional Experience**

**Electrical Engineer | PowerGrid Solutions | Bangalore, India**

***Jan 2020 – Present***

* **Designed and supervised installation of power distribution systems for commercial buildings, ensuring compliance with IS and IEC standards.**
* **Developed load flow analysis models using ETAP to optimize power usage and reduce energy costs by 12%.**
* **Integrated sensors and data acquisition systems for real-time monitoring, enabling predictive maintenance and reducing downtime by 18%.**
* **Led a data-driven project to analyze energy consumption trends, identifying opportunities for cost reduction through smart grid solutions.**

**Data Analyst (Part-time Freelance) | DataBoost Consulting | Remote**

***Jun 2019 – Dec 2021***

* **Conducted data analysis on manufacturing operations data, uncovering process inefficiencies and recommending automation solutions, leading to 10% reduction in production delays.**
* **Built visual dashboards using Power BI to track equipment performance metrics for client plants.**
* **Assisted in predictive maintenance model development using Python, reducing machine breakdowns by 15%.**

**Marketing Intern | TechMarket Solutions | Hyderabad, India**

***May 2018 – Dec 2018***

* **Conducted market research to analyze customer preferences in the renewable energy sector, supporting product positioning strategies.**
* **Assisted in social media campaigns and SEO optimization, leading to a 20% increase in website traffic.**
* **Created performance reports using Excel and Google Analytics to track digital campaign effectiveness.**

**Projects**

* **Smart Load Management System: Developed a system that monitors and optimizes electrical load distribution, improving energy efficiency by 10%.**
* **Power Failure Prediction: Built a machine learning model analyzing historical equipment data to predict power failures and schedule preventive maintenance.**
* **Marketing Data Analysis: Analyzed consumer behavior data for a solar equipment company, improving targeted marketing strategies and boosting lead conversion by 12%.**

**Education**

**Bachelor of Technology in Electrical Engineering  
Indian Institute of Technology (IIT), Delhi | 2019**

**Certifications**

* **Python for Data Science – Udemy**
* **Google Digital Marketing Fundamentals**
* **Electrical Safety & Compliance – NPTEL**

**Strengths**

**✅ 50% Electrical Core Expertise – Power systems, automation, renewable energy.  
✅ Data-Driven Decision Making – Using data science techniques to optimize industrial processes.  
✅ Business-Oriented – Bridging engineering solutions with market strategies.**