PAVAN SAI

STUDENT - DATA SCIENCE

No6, Dr.Ambedkar Street, Kanagam, Chennai │ shadygraph@gmail.com │ +91 9677073103

SUMMARY

A dynamic B.Tech student with a unique blend of data science expertise and over three years of proven freelance experience in digital marketing. My background as a content creator for a 300K+ subscriber YouTube channel demonstrates a talent for strategic content development, audience engagement, and building a brand from the ground up. I am a highly motivated leader and team player, passionate about using data-driven insights to create impactful marketing campaigns.

KEY SKILLS

- **Marketing & Communication**: Digital Marketing, Content Strategy, Social Media Management, Market Research, Client Relations, Public Speaking, Cold Calling, Sponsorship Acquisition, Brand Promotion, Visual Communication.
- **Digital Marketing Platforms**: Fundamental knowledge of digital marketing concepts, Meta Ads Platform, Google Ads, Google Analytics.
- **Creative & Production**: Graphic Design (Flyers, Posters), Video Production (Planning, Shooting, Editing), Creative Concept Development, Audience Engagement, Adobe Suite, Canva.
- **Technical & Analytical**: Data Analytics, Sentiment Analysis, Web Scraping, AI/ML Tool Integration (AI-assisted content creation), Data-Driven Decision Making.
- **Leadership & Event Management**: Event Planning & Execution, Team Coordination, Leadership (NCC Commander, DS SPOC), Advisory Committee Membership.

EXPERIENCE

Freelance Digital Marketer │ Self-Employed │ 2022 - Present
- Managed comprehensive advertising campaigns and client relations for over three years.
- Designed and produced impactful, eye-catching posters and flyers for both online and offline media.
- Developed and executed social media marketing strategies to enhance brand visibility and engagement.

YouTube Content Creator │ Self-Employed │ 2022 - Present
- Built and managed a YouTube channel from its inception to over 300K subscribers, earning the Silver Play Button.
- Independently handled all aspects of content creation, including resource finding, planning, filming, and editing short-form videos.
- Utilized data analytics to identify content trends and audience preferences, ensuring high-impact content.

Data Science SPOC & Advisory Committee Member │ Hindustan University│ 2023 - 2025
- Promoted to the advisory committee after successfully serving as the Data Science SPOC.
- Organized and led "Idea Fusion," an event with over 300 participants as part of Innothon 2025, a national tech fest.
- Collaborated with the marketing and social media teams on sponsorship outreach and content creation.
- Planned, shot, and edited social media reels, and conceptualized posters that significantly boosted event promotion.

AWARDS & RECOGNITION

- **5th Place** │ CMR ThinkFest (Ideathon & Prototype Development) │ 2025
- **1st Place** │ Literopia (Short Movie Trailer Making) │ 2024
- **Winner** │ SSN University "Reel-it" Competition (AI-assisted Reel Creation) │ 2024
- **Winner** │ Sparkathon (National-level Idea Presentation) │ 2024

EDUCATION

Hindustan Institute of Technology and Science │ Bachelor of Technology, Computer Science
- Engineering with Specialization in AI & Data Science │ 2022 - 2026│ 8.5 CGPA

St. John's English School and Junior College │ CBSE (Class 12) │ 2021 │ Percentage: 84%

St. John's English School and Junior College | CBSE (Class 10) │ 2019 │ Percentage: 84%

LEADERSHIP

- Advisory Committee Member │ Hindustan Institute of Technology and Science │ Present
- Former Lead Data Science SPOC │ Hindustan Institute of Technology and Science │ 2023 - 2025
- NCC Commander │ St. John's English School │ 2017 - 2019
- Photography Club Secretary │ St. John's English School │ 2018 - 2019

LANGUAGES

- Tamil (Native)
- English (Excellent written and verbal communication)
- Hindi (Basic proficiency in reading, writing, and speaking)
- French (Basic proficiency)

PROOF OF WORK

GITHUB   YOUTUBE   INSTAGRAM

LINKEDIN   INSTAGRAM