

AKSHAY MENON

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EDUCATION

Loughborough University

Master of Science, Sports Management

September 2020 – September 2021

Loughborough, United Kingdom

- Passed with merit (2:1 degree)
- Course representative:
 - Act as a liaison between students and staff regarding academic matters.
 - Attend Student-Staff Liaison Committee meetings within the school.
 - Celebrate positive changes and keep students informed of changes and developments.
- Key modules included: Global Sports Marketing and Media, Managing Strategy Development in Sports Organisations, Management of Human Resources in Sports Industry, Sports Policy Governance and Law.

Vellore Institute of Technology

Bachelor of Technology, Computer Science and Engineering

June 2014 – June 2018

Chennai, India

- 8.25 CGPA
- Vice president of Sports club and member of Linux users club.
- Key modules included: Software Project Management, Cloud Computing, Computer Architecture and Organisation, Theory of Computation, Operations Research.

WORK EXPERIENCE

Programmatic Display Junior Associate

Merkle Inc

July 2022 – Present

London, United Kingdom

- Manage programmatic accounts across multiple verticals including Tech, FinTech and Hotel Industries.
- Activating campaigns across multiple DSP platforms including Google DV360 and Adobe Advertising Cloud DSP.
- Working knowledge of Campaign Manager, Google Ads and Google Analytics.
- Implement test and learn strategies and apply optimisations of platform levers to enhance performance of live campaigns.
- Assisting in media planning in response to client briefs: determining targeting strategies, creative formats and ad placements required to achieve campaign goals and KPIs.

Software Engineer

Deloitte Advisory (US Offices of India)

June 2018 – June 2020

Hyderabad, India

- Implemented an automation framework for Solvas LeaseController to onboard clients and load client data on database and web servers using PowerShell, ExtJS and SQL Server. This project reduced workload and resources spent by 70-80%.
- Sole developer for Solvas Artest team at Deloitte USI, worked closely with the US team, established smooth working relations to achieve project goals.
 - Database manipulation and analysis using Microsoft Excel, VBA and C#.
 - Responsible for creating and delivering technical documentation for the use of the product.
- Assisted senior management in creating and managing a recruitment database on Excel and visualising team data on PowerBi for presentations with senior partners.
- Innovation Award for developing an application for the accountants of the Solvas market offering to automate manual tasks and save resources.
- Technology team lead at Deloitte Advisory specific Employee Engagement Committee (D'Vibes), responsible for technical expertise and project management for events at Deloitte USI conducted around the year.
 - Managed and mentored a team of volunteers to organise cultural and sporting events; promoted events

using web-based methods (websites, mini-games, and promotional videos).

- Proactively involved with budgets and strategic planning with senior management.
- Promoted to the role of Software Engineer 1 from Associate Engineer after one year of joining as an FTE.

Intern

January 2018 – May 2018

Deloitte Advisory (US Offices of India)

Hyderabad, India

- Worked as a developer for Solvas Portfolio, a FinTech solution for asset managers, alternative investment funds, trustees, fund administrators, and agent banks.
- Collaborated with the product owner, designer, and senior programmer to review existing code to identify and correct malfunctioning code.
- Worked on an innovation project with other interns to successfully demonstrate a blockchain-based solution to tackle insurance fraud.
- Received full-time employment offer upon a successful internship.

Summer Intern

June 2017 – July 2017

Larsen & Toubro InfoTech Pvt Ltd

Mumbai, India

- Machine Learning Model developer: Used Microsoft Azure ML studio to develop and deploy machine learning models.
- Worked closely with software development and testing team members to design and develop robust ML solutions to meet client requirements for functionality, scalability, and performance.

CERTIFICATIONS

- **Football Marketing and Management**, *Sports Business Institute Barcelona*
- **Metaverse and NFTs for Marketing**, *LinkedIn Learning*
- **Python via FOSSEE**, *Indian Institute of Technology, Bombay*
- **IBM Blockchain Foundation Developer**, *IBM*
- **Digital Marketing**, *Google Digital Garage*
- **Ethereum Blockchain Developer**, *Udemy*

SKILLS

- Softwares: MATLAB, SPSS, Jupyter, Google DV360; Display and Video 360; Microsoft Excel; Word; PowerPoint; PowerBi, Teams.
- Confident in leadership roles demonstrated by experience as technology team lead at D'Vibes and course representative at university.
- Programming languages: Python, C++, JavaScript, ExtJS, PowerShell, Microsoft SQL Server, HTML5, CSS3, Keras.
- Domain Knowledge: Computer Science; programmatic advertising; digital transformations using Metaverse, sports management; digital marketing; esports knowledge; sports business; event promotion.