AKSHAY MENON

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EDUCATION

Loughborough University   September 2020 – September 2021
Master of Science, Sports Management   *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.
- Dissertation: How esports fit the definition of sport: Incorporating virtual athletes' perspectives

Vellore Institute of Technology   June 2014 – June 2018
Bachelor of Technology, Computer Science and Engineering   *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.
- Final Year Project: Real-Time Driver Action Recognition using Convolutional Neural Networks and Raspberry Pi

WORK EXPERIENCE

Programmatic Display Junior Associate   July 2022 – Current
Merkle Inc   *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.
- Assisting in media planning in response to client briefs: determining targeting strategies, creative formats and ad placements required to achieve campaign goals and KPIs.
- Generated comprehensive reports, demonstrating campaign performance improvements to clients and stakeholders.

Software Engineer   June 2018 – June 2020
Deloitte Advisory (US Offices of India)   *Hyderabad, India*

- Developed 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%.
- Received an Innovation Award for developing an application, for the accountants of the Solvas market offering, that automated manual tasks, saving approximately 15 hours of work per week.
- 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 implementing a recruitment database on Excel that led to a 30% reduction in time spent on candidate tracking and management. Created visualizations using PowerBi, enabling senior partners to make data-driven decisions and improve team performance.

- Technology team lead at Deloitte specific employee engagement committee:
  - 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. Identified and corrected malfunctioning code, improving the overall performance and stability of the solution.
- Worked on an innovation project with other interns to successfully demonstrate a blockchain-based solution to tackle insurance fraud.
- Received a full-time employment offer based on outstanding performance and contributions during the 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, improving prediction accuracy by 15%.
- 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.