

Asna Sherin E P

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PROFESSIONAL SUMMARY

- **Data Analyst** at RP2 Pvt Ltd with expertise in **Power BI, SQL, and Excel**, transforming complex data into meaningful business insights.
- Accomplished professional with 2 years of experience in **Project coordination** and 10+ years of expertise in core **IT and Digital Marketing**
- Engineered **AI solutions using prompt engineering techniques and AI agents** to improve automation and efficiency
- **Certified Scrum Master (CSM) accredited by Scrum Alliance**, with experience in implementing Agile methodologies.
- **Led a cross-functional team** of more than 15 across IT, Digital Marketing, Sales, and SEO, mentoring them to unlock their full potential and drive business growth
- Strategized and directed the **successful launch of 15+ websites and 3 major web applications** within the past year
- Designed and executed **impactful digital marketing strategies** for 30+ clients, maximizing ROI
- Oversaw **HR activities** and fostered team development to enhance business success

Top Skills

- Prompt Engineering, Prompting Techniques, and Creating AI Agents
- **Analytical Skills** — Power BI, Excel, Data Visualisation, Data Cleaning, and Modeling, Power Query Editor, Excel
- **Management Skills** - Jira, Asana, Team Management, Project Management, and Risk Management
- **AI Tools**—Updated with latest tools and trends, N8N, Gamma
- **Technical Skills** - HTML5, CSS3, jQuery, AJAX, PHP, JAVA, React JS Basics, Python Basics, MySQL
- **Digital Marketing Skills** - Social Media Marketing, Google Analytics, SEO, Content Management, Tag Manager, Google My Business, Email Marketing, Paid Advertising, Canva

Experience

Data Analyst, RP2 Pvt Ltd

Calicut, India
June 2025 – Present

- Created an **AI-powered email scraping system** to collect contact details from websites and automatically store them in Google Sheets
- Skilled in **collecting, cleaning, and analyzing data** to identify patterns, trends, and actionable insights.
- Proficient in developing **interactive dashboards and reports** using Power BI to support data-driven decision-making.
- Adept at using **Excel for data modeling, visualization**, and advanced analytics.

Team Lead [IT and Digital Marketing], Deft Innovations,

Calicut, Kerala
Sept 2023 – Present

- Overseeing **IT projects by strategizing**, planning, managing risks, and delivering using Agile, ensuring alignment with business goals.
- **Managing a Digital Marketing team** by crafting strategies, refining content, providing design suggestions, proofreading, and supporting clients
- Ensure **cross-team collaboration** and maintain smooth communication
- Cultivated strong **client relationships** to drive successful project outcomes
- Evaluate **daily team performance** and work metrics to boost productivity

Web Developer cum Digital Marketer , Yospace International	Ajman, UAE 2019 – 2021
<ul style="list-style-type: none"> Developed 5+ websites using technologies such as HTML5, CSS3, JavaScript, jQuery, AJAX, PHP, Java, and MySQL Executed 50+ email marketing campaigns, overseeing both creative design and execution Managed social media marketing and paid advertising for more than 5 clients Oversaw Google My Business (GMB) listings and utilized tools like Google Analytics and Google Tag Manager for detailed tracking and reporting 	
Developer Cum Application Support , MYJASH solutions FZCO	DSO, Dubai 2017 – 2019
<ul style="list-style-type: none"> Developed, tested and supported the MYJASH web app using Technologies jQuery, AJAX, JavaScript, CSS3, HTML5, PHP, MySQL, Git, Putty, FileZilla Worked with development tools: CodeIgniter NetBeans, XAMPP, Android Studio, XCode Managed digital marketing efforts, including social media marketing, email creative design and campaigning, Google Analytics, Amazon Web Services (AWS), and website development 	
PHP Developer , Vocomi Software Solutions Pvt Ltd,	Calicut, Kerala 2016 – 2017
<ul style="list-style-type: none"> Web-based applications created in PHP and MySQL. Technologies Used: HTML5, CSS3, Bootstrap, jQuery and AJAX & MySQL 	
Java Developer , Softronics	Calicut, Kerala 2013 – 2015
<ul style="list-style-type: none"> Developed various IT projects for students, including Content-Based Information Retrieval, Scene Recognition, Background Subtraction, Food Safety, Online Banking, and Gesture-Based Interface. Promoted to Team Lead to oversee task delegation and monitor progress 	

Education

Bachelor of Technology , University of Kannur, Computer Science	Aug 2007 – May 2011
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CERTIFICATIONS

Certified Scrum Master from Scrum Alliance	2025
Artificial Intelligence Course from 1 Million Prompters	2025
Online Marketing Fundamentals from eMarketing Institute	2012
Diploma in JAVA from NIIT Cochin, India	2018

LANGUAGES

English, Malayalam