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 actionable business insights.
- Accomplished professional with **2+ years of Project Coordination** and over **10 years of combined experience in Analytics, IT, and Digital Marketing**.
- Engineered **AI-driven automation** solutions using prompt engineering and AI agents to enhance efficiency.
- **Certified Scrum Master (CSM)** with proven experience implementing **Agile methodologies** and **leading cross-functional teams of 15+** professionals.
- Successfully **launched 15+ websites and 3 major web applications**, delivering high-impact digital marketing strategies for **30+ clients** and achieving up to **35% ROI**.

Top Skills

- **Prompt Engineering,** Prompting Techniques, and Creating **AI Agents**
- **Analytical Skills** — Power BI, Excel, SQL, Data Visualisation, Data Cleaning and Modelling, Power Query Editor, DAX, Power Pivot, Pivot Tables, Excel functions
- **Management Skills** - Jira, Asana, Team Management, Project Management, and Risk Management
- **Technical Skills** - HTML5, CSS3, jQuery, AJAX, PHP, JAVA, ReactJS 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 AI

Experience

Data Analyst, RP2 Pvt Ltd
Calicut, India
June 2025 – Present

- Developed an **AI-powered email scraping system** to collect contact details from websites and automatically store them in Google Sheets.
- Skilled in **data collection, cleaning, and analysis** to identify patterns, trends, and actionable insights.
- Proficient in creating **interactive dashboards using Power BI and Excel, applying advanced DAX measures** for data modeling and visualization.

Team Lead [IT and Digital Marketing], Deft Innovations,
Calicut, Kerala
Sept 2023 – Jan 2025

- Leading **IT projects** through **Agile planning**, effective risk management, and on-time delivery aligned with business goals, resulting in up to **35% ROI**.
- Managing the **Digital Marketing team by building strategies**, refining content, guiding design, and supporting clients.
- **Enhancing productivity** through performance evaluation, strong communication, collaboration, and client relationship management.

Web Developer cum Digital Marketer, Yospace International
Ajman, UAE
2019 – 2021

- Developed **5+ websites** using HTML5, CSS3, JavaScript, jQuery, AJAX, PHP, Java, and MySQL.
- Executed **50+ email marketing campaigns.**
- Managed **social media marketing and paid advertising** for multiple clients.
- Oversaw **Google My Business** listings and utilized **Google Analytics and Google Tag Manager** for performance tracking and reporting.

Developer Cum Application Support, MYJASH solutions FZCO

<div align="right">DSO, Dubai
2017 – 2019</div>

- **Developed, tested, and supported the MYJASH** web application using jQuery, AJAX, JavaScript, CSS3, HTML5, PHP, MySQL, Git, PuTTY, and FileZilla.
- Utilized development tools including **CodeIgniter, NetBeans, XAMPP, Android Studio, and XCode.**
- **Managed digital marketing initiatives**, including social media marketing, email campaign design, Google Analytics, AWS, and website development.

PHP Developer, Vocomi Software Solutions Pvt Ltd,

<div align="right">Calicut, Kerala
2016 – 2017</div>

- Web-based applications created in PHP and MySQL. Technologies Used: **HTML5, CSS3, Bootstrap, jQuery and AJAX & MySQL**

Java Developer, Softroniics

<div align="right">Calicut, Kerala
2013 – 2015</div>

- 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

<div align="right">Aug 2007 – May 2011</div>

CERTIFICATIONS

Certified Scrum Master from **Scrum Alliance**

<div align="right">2025</div>

Artificial Intelligence Course from **1 Million Prompters** , Abu Dhabi, UAE

<div align="right">2025</div>

<div align="right">2012</div>

Online Marketing Fundamentals from **eMarketing Institute**

<div align="right">2018</div>

Diploma in JAVA from **NIIT Cochin, India**

LANGUAGES

English, **Malayalam**