

# Asna Sherin E P

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## PROFESSIONAL SUMMARY

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- **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

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- 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

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### 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 InternationalAjman, UAE  
2019 – 2021

- 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 FZCODSO, Dubai  
2017 – 2019

- 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

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

**Java Developer**, SoftroniicsCalicut, Kerala  
2013 – 2015

- 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

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**Bachelor of Technology**, University of Kannur,  
Computer Science

Aug 2007 – May 2011

## CERTIFICATIONS

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**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

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**English, Malayalam**