Asna Sherin E P

 Calicut, Kerala   ✉ assumay@gmail.com   ☎ +91 8547 437 627   in https://www.linkedin.com/in/asnasherin/

PROFESSIONAL SUMMARY

- Accomplished professional with 2 years of experience in **Project Coordination** and 10+ years of expertise in core **IT and Digital Marketing**
- A **Certified Scrum Master** from Scrum Alliance
- **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 strategie**s for 30+ clients, maximizing ROI
- Oversaw **HR activities** and fostered team development to enhance business success
- Currently pursuing **Data Analytics and Business Analyst with Business Intelligence** course

Top Skills

- **Management Skills** - Asana, Jira, PowerBI, Team Management, Project Management, and Risk Management
- **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

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

- 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

- 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,

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

Calicut, Kerala
2016 – 2017

Java Developer, Softroniics

- 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

Calicut, Kerala
2013 – 2015

Education

Bachelor of Technology, University of Kannur,

Computer Science

Aug 2007 – May 2011

CERTIFICATIONS

Data Analytics and Business Analyst from **RP2 India Pvt Ltd** — 2025

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**