VARSHINI V

Creative Marketing Professional | Brand Growth Strategist | Digital Campaign Expert
LinkedIn: varshini-v | GitHub: varshiniv-dev | Instagram: @vxrzh7

PROFESSIONAL SUMMARY

Computer Science Engineering student with a strong interest in Python programming, problem-solving, and creative technology. Passionate about blending logical thinking with visual and narrative elements to build engaging digital solutions. Actively developing skills through projects, coursework, and continuous learning, with a focus on long-term growth in tech and data-driven fields.

CORE COMPETENCIES

Digital Marketing Strategy | Aesthetic-driven Branding | Personal brand building | Creative content systems | Visual storytelling | Data-to-Design Thinking | User-Centered Experiences | Digital Experimentation | Growth-by-Iteration | Tech-backed Creativity | Audience Psychology | Crative coding | Web Presence Design

MARKETING, CREATIVE & GROWTH ACHIEVEMENTS

Digital Brand Strategy & Content Development *Self-Directed Creative and technical Projects*

- Built a personal digital identity across platforms by blending visuals, emotion, and consistency focusing on how people feel when they interact with content, not just metrics
- Used Python and data visualization as storytelling tools—turning numbers and technical concepts into visuals that feel human, intuitive, and easy to understand.
- Designed and developed a personal portfolio website as a living space for my ideas, projects, and experiments, prioritizing simplicity, flow, and mobile-first experiences.
- Created experimental projects at the intersection of art, code, and curiosity, exploring how technology can be expressive, not just functional.

Visual Content Creation & Creative Direction *Design As A Language, Not Just A Skill*

- Designed visual assets using Canva and Blender with a strong focus on mood, minimalism, and identity, ensuring every piece feels part of the same universe
- Approached design through intuition + logic: balancing aesthetics with usability so visuals are not just "pretty" but meaningful and usable
- Built interactive web elements using HTML, CSS, and JavaScript to create digital spaces that invite exploration rather than passive scrolling
- Translated technical ideas into visual narratives so non-technical audiences can feel the concept before understanding the details

Growth, Experimentation & Analytics *Slow Growth. Honest Data. Real Learning.*

- Used Python, Pandas, and visualization libraries to understand patterns in behavior and content performance—treating analytics as feedback, not judgment
- Followed an iterative, experiment-first mindset: test small, learn fast, refine gently instead of chasing viral spikes
- Used Git and GitHub not just for version control, but as a timeline of growth—documenting learning, mistakes, and progress openly
- Validated creative ideas through small experiments before scaling, prioritizing learning and sustainability over quick wins

TECHNICAL & CREATIVE SKILLS

Design & Creative: Canva, Blender, Adobe Creative Suite, Visual Design, UI/UX Principles, Aesthetic Systems
Web & Tech: HTML, CSS, JavaScript, Python, Creative Coding, Data Visualization (Pandas, Matplotlib, NumPy) **Marketing & Strategy:** Content Strategy, Personal Branding, Audience Psychology, Digital Storytelling, SEO Basics

Analytics & Growth: Google Analytics, A/B Thinking, Experiment Design, Insight Extraction
Workflow & Organization: Git, GitHub, Notion, Iterative Building, Self-Directed Project Management

EDUCATION

Bachelor of Engineering - Computer Science and Engineering
G Madhegowda Institute of Technology | Expected Graduation: 2028

PERSONAL BRAND PHILOSOPHY

I believe brands are not built loudly—they're built consistently. I'm drawn to aesthetic-led systems, slow growth, and work that feels intentional rather than performative. I like building things quietly, learning deeply, and letting progress show through action instead of claims. My world sits at the intersection of creativity, technology, and emotion—where code has feeling, design has meaning, and growth is measured in clarity, not just numbers.