

VENGILOT SHERVIN SANDEEP

D I G I T A L M A R K E T I N G S T R A T E G I S T

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PROFILE SUMMARY

Digital Marketing Strategist with over a year of experience in business analysis, leadership, and project documentation, complemented by expertise in digital marketing strategy and execution. Skilled in gathering and analyzing business and marketing requirements to design data-driven campaigns that align with organizational goals. Proficient in SEO, SEM, social media marketing, content strategy, and performance analytics. Adept at identifying innovative solutions, integrating creative business ideas into marketing projects, and leveraging insights to optimize ROI. A strong collaborator with experience working with cross-functional teams, streamlining workflows, and driving process improvements to enhance operational efficiency. Demonstrates expertise in data visualization, reporting, and market research to deliver actionable insights that support strategic decision-making. Passionate about combining analytical thinking with creativity to build impactful marketing strategies and accelerate business growth.

Portfolio: theshervin.in

SKILLS

- **Soft skills:** Business & Data Analysis, Stakeholder Management, Problem Solving, Project Management, Communication, Requirement Engineering, Agile Methodologies, Presentation Skills, Teamwork, Creativity
- **Technical skills:** Social Media Marketing & Advertising, Search Engine Optimization, Search Engine Marketing, Content Marketing, Email Marketing, Marketing Analytics & Data Visualization, SQL, Python (Basics)

Tools :

- **Advertising & Analytics:** Google Ads, Google Analytics, Google Search Console, Google Tag Manager
- **SEO Tools:** SEMrush, Ubersuggest
- **Content & Design Tools:** WordPress, Canva, Elementor
- Proto.io, Draw.io, Jira, MS Excel, MS Word, MS Power point, Power BI (Basics)

EDUCATION

Bachelor of Engineering Computer Science

Brindavan College of Engineering

Visvaswaraya Technological University

Bangalore, Karnataka

2018 - 2022

Higher Secondary

Computer Science

Calicut, kerala

2016 - 2018

WORK EXPERIENCE

Digital Marketing Intern

Opentutor Digital Academy

- Assisted in the execution of paid advertising campaigns, including keyword research, ad creation and performance tracking
- Conducted competitive analysis to identify industry trends and opportunities for the company's digital marketing strategy.
- Assisted in the creation of engaging social media content and monitored social media channels for audience engagement.

Junior Business Analyst

ThinkPalm Technologies Pvt.Ltd

- Experienced in managing projects through wireframing, creating user stories, developing Business Requirements Documents (BRDs) and strong background and extensive experience working in Agile teams and environments.
- Developed comprehensive business rules for a software application project and contributed to the creation of a high-level feature list, ensuring clarity and alignment with project requirements.
- Skilled in gathering and analyzing project requirements and business insights to ensure successful project implementation and alignment with business objectives.
- Experienced in the shipping software domain, with a proven ability to conduct in-depth research on the shipping industry. Successfully contributed to various internal company projects, demonstrating adaptability and a solutions-oriented approach to meet organizational needs.

PROJECT

Multilingual text and Handwritten Digit Recognition and Conversion of Regional Language to Universal Language

- Final year B.E.CSE project focuses primarily on data science and deep learning concepts, incorporating image processing techniques.

CERTIFICATION

Python Training Program Certification	Quest Innovative Solutions Pvt.Ltd	2025
Enterprise IT Business Analysis	Udemy Online	2023
IT Business Analyst & Project Managers Technical awareness	Udemy Online	2023

LANGUAGES

- English (Fluent)
- Malayalam (Fluent)
- Tamil (Basics)