

AAYISHA PARVEEN S

Digital Marketing & SEO Specialist | Content Strategy | Campaign Analytics | Social Media

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PROFESSIONAL SUMMARY

Results-driven Computer Science graduate (2026) with hands-on experience in digital marketing analytics, campaign execution, SEO, and social media performance reporting. Skilled in competitor research, content-driven automation, and D2C marketing strategy. Strong technical foundation in Python scripting and data analytics enables data-backed marketing decisions. Experienced in Agile environments with a passion for measurable, growth-focused digital marketing.

CORE COMPETENCIES

SEO & Search: On-Page SEO, Keyword Research, Competitor Analysis, SEO Reporting, Search Strategy

Content & Social: Social Media Marketing, Content Management, Content-Driven Automation, Influencer Marketing Support

Campaign & Analytics: Campaign Execution, Performance Tracking, Campaign Reporting, D2C Marketing, Affiliate Marketing Coordination

Data & Tools: Google Analytics, Data-Driven Insights, Marketing Dashboards, Python Scripting, Automation

Technical: HTML/CSS, React.js, PostgreSQL, REST APIs, Git/GitHub, AWS, CI/CD Pipelines

Soft Skills: Agile/Scrum, Cross-functional Collaboration, Self-driven, Analytical Thinking, Written & Verbal Communication

WORK EXPERIENCE

Software Engineering Intern – Full Stack, Cloud & Digital Analytics | HTGE Technologies | Jul 2025 – Aug 2025

- Supported campaign performance reporting and digital analytics workflows, generating data-driven insights and social media performance reports used for D2C marketing decisions.
- Designed and implemented data pipelines integrating PostgreSQL and MongoDB to power marketing dashboards tracking KPIs across campaigns.
- Automated repetitive reporting processes using Python scripting, reducing manual processing time by 30% and improving reporting turnaround for marketing teams.
- Collaborated with cross-functional Agile/Scrum teams, contributing to sprint planning and delivering digital analytics features on schedule.
- Maintained technical documentation for APIs and campaign data workflows, ensuring clear handoffs between engineering and marketing stakeholders.
- Developed backend REST API endpoints that served engagement and analytics data to marketing dashboards, enabling real-time campaign monitoring.

RELEVANT PROJECTS

AI E-Commerce Product Recommender & Affiliate Marketing System

Technologies: Python, Flask, LLaMA LLM, REST API, Prompt Engineering, JSON Handling

- Built a product recommendation engine integrating affiliate marketing-style product matching and influencer-driven recommendation logic to support D2C e-commerce campaign execution.
- Designed RESTful API routes delivering context-aware product recommendations via LLaMA LLM; improved output quality and conversion relevance through advanced prompt engineering.
- Implemented intelligent content personalization that mirrors SEO and content strategy principles — surfacing relevant products based on user intent and behavioral signals.

AI-Driven Classroom Engagement Analytics System

Technologies: Python, FastAPI, React.js, PostgreSQL, MongoDB, Docker, PyTorch, TensorFlow

- Generated performance tracking reports and engagement analytics dashboards directly applicable to campaign performance tracking and social media reporting workflows.

- Built real-time analytics backend serving data to a React.js dashboard — demonstrating ability to translate raw data into actionable visual insights for decision-makers.
- Integrated dual databases (PostgreSQL + MongoDB) to track behavioral and engagement metrics over time, mirroring social media and campaign data management.

Static HTTP Website Hosting on AWS EC2

Technologies: AWS EC2, IIS, Security Groups, Cloud Infrastructure

- Deployed and managed a live website on AWS EC2, handling configuration, security, and ongoing website updates — directly relevant to maintaining digital presence and web content management.

EDUCATION

Bachelor of Engineering – Computer Science and Engineering | Expected 2026

Aalim Muhammed Salegh College of Engineering, Chennai | **CGPA: 8.67**

Higher Secondary Certificate (12th Grade) | 2022 | 89%

CSI Bain Matric Hr. Sec. School, Chennai

CERTIFICATIONS & TRAINING

- **Google Project Management Professional Certificate** – Google
- **Microsoft Azure Cloud Fundamentals (AZ-900)** – Microsoft
- **Generative AI: Prompt Engineering** – IBM
- **Full Stack Web Development** – Coursera (Amazon)
- **Data Analytics and Visualization Virtual Internship** – Tata (Forage)
- **Software Engineering Job Simulation** – Accenture (Forage)
- **Technology Job Simulation** – Deloitte (Forage)
- **DevOps and Build Automation with Python** – Coursera (LearnQuest)

ACHIEVEMENTS

- Academic Excellence Award – Ranked 1st in Semester 2 among all Computer Science Engineering students.
- Academic Topper – Semester 6 excellence award for outstanding academic performance in Computer Science Engineering.