



Mithun S

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Seeking an impactful marketing role to leverage my data-driven decision-making, problem-solving, and critical thinking skills, with a strong interest in digital marketing. Enthusiastic about driving business value and exceeding client expectations.

PROFESSIONAL EXPERIENCE

Organization: Amazon Development Centre, AWS Asia Pacific, Chennai

Designation & Duration: Digital Associate (7 Months)

Summary: Amazon product development team member; part of Q1 2022's top team Skilled in Amazon Sagemaker and contributed to Asia Pacific AWS projects: TESSERACT, FACES, and SPLIT ID, working both day and graveyard shifts.

INDUSTRY PROJECT

Organization: Ashok Leyland, Hosur

Designation & Duration: Project Trainee (2 Months)

Summary: The project **Back Panel Dent Reduction** was successfully completed by implementing changes to the panel holder at the welding section using SolidWorks. 500 panels were inspected and a detailed report on the project was submitted to the DGM.

ACADEMIC PROJECT(S)

Organization: Databloom, Australia

Topic: Visibility & Partner Selection for Data & AI on Cloud Platforms

Objective: Develop an effective marketing strategy to position our company's Data and AI services in the competitive landscape of Azure, AWS, and Google Cloud partnerships in Australia. *(Project in Progress)*

Topic: Research Incubation Project in IT Industry.

Outcome: Conducted an in-depth analysis of the Indian IT industry, focusing on key players TCS, Infosys, Mindtree, and Hexaware. Analysed industry regulations, growth trends, and influential factors for comprehensive insights.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 8.6
B.Tech in Mechanical Engineering | TKM College of Engineering, Kollam | 2019 | CGPA of 7.46

PAST EDUCATION

Senior Secondary with Science & Mathematics | Christ Nagar Senior Secondary School, Trivandrum | 2015 | 72%

Secondary School | Christ Nagar School, Trivandrum | 2012 | CGPA of 9.2

ACCOMPLISHMENTS & ACTIVITIES

- **First Runner-up** in UGC Analytics project, JAGSoM, 2023.
- **Member** of the External Relations and Placement Committee for 2022-24.
- **Contributed** to the Indian Society of Technical Education and Society of Automobile Engineers TKMCE chapter.
- Achieved **runner-up** position at Aqua Strike, Speed Race in Tathva, NIT Calicut (2018).
- TKM Engineering **College Union Member** (2018-19) showcasing planning and organizing skills by successfully organizing tech fest Conjura and cultural fest Sargam.
- Attended PLC & SCADA workshops and seminars from IIT Madras & NIT Calicut 2016.

THOMAS PROFILE COMPETENCIES

Planning & Organization
Persuasive Skills & Communication
Analytical Thinking

TECHNICAL SKILLS & CERTIFICATIONS

Tableau - Advanced
Google Advanced Analytics from Google Analytics Academy
AI-Powered Shopping ads Certification from Google Skillshop
Strategy Canvas for Competitiveness from Coursera
Content Marketing Certification from HubSpot

INTERESTS & HOBBIES

Cricket
Automobile
Travelling
Running

REACH ME AT

Mobile Number
+91 7736100634
+91 8893752323
Email ID
mithun.s2224@jagsom.edu.in
mithunsd97@gmail.com
LinkedIn Profile
[linkedin.com/in/mithunsd/](https://www.linkedin.com/in/mithunsd/)
Domicile
Thiruvananthapuram, Kerala

LANGUAGE

English & Malayalam
(Reading, Writing, Speaking & Listening)
Hindi
(Reading, Writing & Listening)
Tamil
(Speaking & Listening)