

Shivnarayan Chella Raghavendran

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AI-Native Full Stack Marketer — Market Intelligence Analytics Specialist

Profile

AI-native full stack marketer who specialises in market intelligence analytics — pairing hands-on digital marketing execution (paid media, campaign reporting, audience growth) with the computational rigor to size and analyse markets at scale. Delivered enterprise marketing performance analytics for four accounts at SocialBeat (1.25M+ follower growth, 800M+ paid impressions) and assisted in running digital marketing operations for a 15M-follower sports brand at Chennai Super Kings. Independently built a market intelligence pipeline sizing AI adoption across 4,949 marketing/analytics job postings in 10 countries (TAM/SAM/SOM, topic modelling), and a full-funnel marketing analytics dashboard on FMCG campaign data. Builds these workflows using prompt engineering and LLM-assisted analysis as core tools, not add-ons. MA in Cultural Data and AI (University of Amsterdam).

Experience

Strategic Accounts Management Specialist

Oct 2025 – Present

SocialBeat, Chennai, India

- Delivered monthly performance reporting on paid media, social, and campaign results for four enterprise clients spanning FMCG, retail, luxury, and apparel — the primary analytical output senior client stakeholders act on.
- Drove 1.25M+ combined follower growth across Facebook and Instagram; managed Meta paid campaigns generating 800M+ audience impressions.
- Identified optimisation opportunities and competitive positioning shifts by translating campaign and market data into business recommendations.
- Coordinated six internal departments (Creative, Design, Video, Paid Media, ORM, Finance) to deliver integrated campaigns across all four accounts simultaneously.

Digital Marketing Intern

Jul 2022 – Jun 2023

Chennai Super Kings, Chennai, India

- Supported digital marketing, content planning, and audience engagement operations for one of India's largest sports entertainment brands (15M+ social followers) across a live IPL season.
- Tracked campaign and content performance to inform audience engagement decisions during a high-volume, fast-turnaround media cycle.

Associate Researcher

Feb 2025 – May 2025

OILab, University of Amsterdam, Netherlands

- Applied TF-IDF and NMF topic modelling, Google Vision API image classification, and Louvain community detection to identify structural patterns within large-scale discourse and community data.
- Work published as co-authored research poster: *Follow the Memes* (Pos, Chella Raghavendran, Silingardi, Vosmeijer).

Projects

AI Adoption in Marketing Analytics Hiring — Market Intelligence Project (Flagship)

GitHub Repo

- Completed an independent, AI-native market intelligence project analysing AI adoption in hiring demand across 4,949 LinkedIn job postings spanning 10 countries and 6 marketing/analytics job titles.
- Applied AI-assisted TF-IDF and NMF topic modelling and feature engineering by country, seniority, and work arrangement; ran TAM/SAM/SOM market sizing on observed hiring demand; delivered findings via an 8-page Power BI dashboard.

Sundrop Dairy — Marketing Performance Dashboard

Live dashboard

- Built a four-page Power BI dashboard on a synthetic FMCG campaign dataset demonstrating full-funnel marketing analytics: reach, engagement, paid media efficiency, and content performance.

VCT Masters London 2026 — Analytics Dashboard

Live dashboard

- Built an 11-page Power BI dashboard covering player rankings, team performance, match win probability, and Swiss-stage simulation — entirely self-directed.
- Data pipeline: scraped 318 matches and 8,210 player-map rows using Python (BeautifulSoup, Requests, Pandas); custom ELO system, DAX measures, 10,000-run simulation.

Education

MA in Cultural Data and AI <i>University of Amsterdam, Netherlands</i>	2023 – 2025
BA in Communication and Media, Psychology, and English <i>Christ (Deemed to be University), Bangalore, India</i>	2019 – 2022

Skills & Tools

Digital Marketing & Analytics	Meta Ads (Facebook, Instagram), paid media performance analysis, campaign reporting, audience engagement, full-funnel marketing analytics
AI-Native Workflows	Prompt engineering, LLM-assisted analysis, TF-IDF, NMF topic modelling, Hugging-Face transformers
Market Intelligence Analytics	TAM/SAM/SOM sizing, competitive/trend monitoring, dataset construction, feature engineering
Analytics & BI	Power BI (DAX, Power Query, Publish to Web), Python (Pandas, NumPy, Beautiful-Soup), SQL, Excel
Languages	English (native proficiency), Hindi (fluent), Dutch (A2 — reading)

Certifications

- Microsoft Power BI Data Analyst Professional Certificate — Coursera (in progress)
- IBM Databases and SQL for Data Science with Python — Coursera, June 2026
- Anthropic Real World AI for Everyone Specialisation — Coursera, May 2026