

AKSHAY MENON

London, United Kingdom
+44 7586 434698
menonakshay1997@gmail.com
linkedin.com/in/akshaymenon108
akshay-menon.com

Solutions Engineer with 6+ years across customer-facing technical delivery, AdTech and applied AI. I work with commercial, data and engineering teams to turn ambiguous business problems into adopted solutions, from technical discovery and prototyping through validation, deployment and enablement. Recent work includes LLM-powered decision tools, RAG applications, automated media-planning workflows and AdTech measurement integrations. Hands-on with Python, SQL, Claude, Codex, structured outputs, RAG and agent workflows.

WORK EXPERIENCE

Associate Solutions Engineer

MiQ Digital

September 2025 - Present

London, United Kingdom

- Built an agentic media-planning workflow that automates brand research and produces AI-assisted campaign strategy drafts alongside media-plan workbooks. Added copy and compliance checks, plus landing-page and UTM validation, to reduce manual preparation and improve output consistency.
- Embedded with commercial and trading teams to design and own the Europe BLS Strategist Agent, a RAG-powered decision-support tool that recommends study partners using feasibility, margin and regional-strategy logic. Defined structured prompting and output validation, evaluated response quality before rollout, and drove adoption to daily use, reducing decision time by 90%.
- Owned the commercial business case for licensing a third-party API: scoped value across multiple campaigns, defined hard technical and commercial requirements, and negotiated directly with the vendor on terms and delivery. Built the case for senior leadership to make a buy decision.
- Architected a reusable measurement framework joining survey-panel exposure data with DSP log-level data, unlocking audience-, frequency-, and format-level insights beyond standard reporting. Piloted with an enterprise client, presented the value assessment to senior leadership, and defined the roadmap to scale across display, CTV, and audio.
- Partnered with data engineering to define end-to-end onboarding of a new measurement API into Databricks (S3 structure, schema, pipelines), and represented Europe Solutions in recurring vendor forums to align on documentation and delivery milestones.
- Led enablement sessions on first-party data onboarding for commercial teams and owned the Europe Strategy quarterly newsletters, translating technical capability into accessible updates for the wider business.

Programmatic Executive

Dentsu Digital

July 2023 - August 2025

London, United Kingdom

- Technical advisor on weekly strategic client calls across Tech, FinTech, and Hotel verticals, translating campaign performance into actionable business recommendations.
- Delivered an 80% uplift in ROAS for lower-funnel campaigns through rigorous A/B testing and data-led creative optimisation strategies.
- Built a GPT-4 powered chatbot prototype during an OpenAI hackathon to accelerate client discovery conversations - first hands-on LLM build.
- Automated performance dashboards (Google Apps Script), cutting manual reporting effort 70% and improving data accuracy.
- Mentored junior analysts on platform usage, campaign QA, and troubleshooting best practices.

Programmatic Display Junior Associate

Dentsu Digital

July 2022 - June 2023

London, United Kingdom

- Diagnosed technical campaign issues by analysing performance data and investigating platform logs across DV360 and Adobe Advertising Cloud.
- Built a custom PowerShell automation bot for asset QC and campaign trafficking, cutting manual effort by 90% and reducing trafficking errors and manual QA effort.

Software Engineer

June 2018 - June 2020

Deloitte Advisory (US Offices of India)

Hyderabad, India

- Built automation frameworks for enterprise financial software (PowerShell, ExtJS, SQL Server), reducing client onboarding workload 70–80%.
- Won the Deloitte Innovation Award for an internal application that eliminated 15+ hours of weekly audit tasks per user.
- Led an internal product engineering pod with US counterparts, coordinating milestones, QA cycles, and release readiness across time zones.

Intern

January 2018 - May 2018

Deloitte Advisory (US Offices of India)

Hyderabad, India

- Developer for a FinTech solution, improving code stability and performance through debugging and optimisation.
- Co-built a blockchain-based insurance-fraud proof of concept, leading to the successful demonstration and validation by senior leadership.

AI & PERSONAL PROJECTS

- CoverDriveClub.in - Founder & Operator
 - Founded and operate an India-focused cricket apparel e-commerce brand, owning product strategy, creative direction, operations and growth experimentation.
 - Built an AI-assisted workflow layer using Hermes Agent, with skills, scheduled jobs and tool integrations supporting trend research, product ideation, creative production, e-commerce reporting and ad campaign analysis.
 - Designed approval-gated workflows across Google Workspace, Shopify, Meta Ads and Discord, balancing scoped agent autonomy with human review for publishing, advertising spend and customer-facing actions.
- GeoPulse - Geopolitical Intelligence Dashboard
 - Built and deployed a full-stack geopolitical intelligence dashboard using Next.js, Python and Vercel. A scheduled GitHub Actions pipeline retrieves sources, uses Claude to synthesise findings into structured JSON, and renders a daily briefing in the frontend. Owned pipeline orchestration, structured-output parsing, validation and retry/error handling.

EDUCATION

Loughborough University

September 2020 - September 2021

Master of Science, Sport Management

Loughborough, United Kingdom

Vellore Institute of Technology

June 2014 - June 2018

Bachelor of Technology, Computer Science and Engineering

Chennai, India

Final Year Project: Real-Time Driver Action Recognition using CNNs and Raspberry Pi.

SKILLS

- **AI & LLM:** Claude API, Codex, Claude Code, Google AI Studio, Prompt Engineering, Context Engineering, RAG, Agent Orchestration, MCP, Evaluation Frameworks
- **Languages & Tools:** Python, JavaScript, SQL, PowerShell, Google Apps Script
- **Data & BI:** Databricks, Tableau, Power BI, Excel
- **Platforms & Infrastructure:** DV360, Amazon DSP, Campaign Manager 360, The Trade Desk, Glean, Yahoo DSP
- **Ad Tech Ecosystem:** Pixels, Ad Tags, Bidding Logic, Auction Mechanics