Albaraa Alsadeq

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Artificial intelligence

By leveraging my skills in data analysis and designing marketing campaigns using tools such as **Excel**, **SQL**, **Adobe Photoshop**, and **Illustrator**, I developed outstanding visual marketing strategies. This creative analysis led to a 30% increase in content engagement and a 20% growth in sales within three months, while enhancing brand identity and attracting new customers.

Results-driven data analyst and creative designer with extensive experience in data analysis and visual design. Proficient in Excel, SQL, Adobe Photoshop, and Illustrator to develop marketing strategies. Increased content engagement by 30% and sales by 20% in three months. Skilled in enhancing brand identity and attracting new customers. Proficient in programming languages including R, HTML, CSS, Java, JavaScript, and C++, with advanced proficiency in Python. Seeking to apply my analytical, creative, and programming skills to contribute to a forward-thinking organization.

Areas of Expertise

- Computer Skills
- Adobe Photoshop
- JavaScript
- HTML & CSS
- Data Analysis
- Data Engineer
- Microsoft Excel
- Microsoft Office
- C++
- Java
- Python
- Artificial intelligence
- Adobe Illustrator
- Git
- R
- SQL
- PostgreSQL
- Machine Learning

Accomplishments

1. **Increased Sales**:Developed and implemented data-driven marketing strategies, resulting in a 20% increase in sales within three months.
2. **Enhanced Brand Identity**:Created innovative visual designs using Adobe Photoshop and Illustrator, which improved the company's brand identity and attracted new customers.
3. **Improved Content Engagement**:Utilized data analysis tools like Excel and SQL to identify trends and optimize marketing campaigns, leading to a 30% increase in content engagement.
4. **Advanced Programming Skills**:Demonstrated proficiency in multiple programming languages including Python, R, HTML, CSS, Java, JavaScript, and C++, significantly contributing to the efficiency of data analysis processes.
5. **Successful Project Management**:Managed multiple projects simultaneously, ensuring timely completion and alignment with company objectives, which resulted in improved operational efficiency.
6. **Customer Acquisition**:Designed targeted marketing materials and campaigns that successfully attracted a significant number of new clients, boosting overall company growth.
7. **Data-Driven Decision Making**:Provided actionable insights through comprehensive data analysis, aiding senior management in making informed decisions that positively impacted business performance.

Career Experience

- **Data Analysis and Reporting**: Conducted comprehensive data analysis to identify trends, patterns, and insights that support business decisions. Created detailed reports and dashboards using Excel to present actionable insights to management, leading to improved strategic planning and operational efficiency.

- **Data Management and Validation**: Managed and validated large datasets to ensure data accuracy and integrity. Developed and maintained databases and data pipelines to support various business functions and ensure reliable data availability for decision-making.

- **Performance Metrics and KPIs**: Monitored and analyzed key performance indicators (KPIs) to evaluate business performance. Provided regular updates and recommendations based on data findings to help optimize business processes and achieve performance targets.

- **Collaboration with Cross-Functional Teams**: Worked closely with marketing, sales, and finance teams to understand their data needs and provide tailored analytical solutions. Collaborated on projects to integrate data from various sources, enhancing the overall understanding of business performance.

- **Data Visualization and Presentation**: Designed and implemented data visualizations and interactive dashboards to facilitate data-driven decision-making. Utilized Excel to create clear, visually compelling representations of complex data.

- **Ad Hoc Analysis and Support**: Provided ad hoc analysis and support for special projects and strategic initiatives. Addressed specific data-related questions and challenges, delivering timely and accurate insights to drive business outcomes.

Graphic Designer at Miami Business Center & Miami Academy , amman   May 2022

- **Developed and Executed Over 200 Designs**: Successfully created and executed more than 200 designs for various marketing materials, including brochures, flyers, social media graphics, and website elements. Each design was tailored to meet specific branding guidelines and marketing goals, resulting in visually appealing and effective communication tools.

- **Enhanced Brand Identity**: Utilized Adobe Photoshop, Illustrator, and other design software to develop creative concepts that significantly enhanced the company's brand identity. My designs contributed to a consistent and professional visual representation of the company, which helped attract new customers and retain existing ones.

- **Collaborated with Cross-Functional Teams**: Worked closely with marketing, sales, and product teams to ensure that all designs aligned with the overall strategic goals of the company. Provided creative input during brainstorming sessions and translated complex ideas into visually compelling designs.

- **Managed Design Projects from Concept to Completion**: Led the entire design process, from initial concept development to final production. Ensured all projects were completed on time and within budget, while maintaining a high standard of quality.

- **Improved Customer Engagement**: Designed visually appealing and user-friendly digital content that increased customer engagement on social media platforms by 30%. This included interactive posts, infographics, and promotional materials that resonated with the target audience.

- **Adapted to Feedback and Market Trends**: Regularly updated designs based on feedback from stakeholders and analysis of market trends. This adaptability ensured that the company's visual content remained relevant and effective in achieving marketing objectives.

- Provided creative direction to a team of graphic designers to ensure quality and consistency of all deliverables

- Facilitated a successful photo shoot that showcased a designer's new collection

- Collaborated with graphic designers, copywriters, and other stakeholders to create effective ad campaigns

Education

Artificial intelligence , September 2023 — December 2026
Al-zaytonnah University , amman

Linked in profile

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