

I am writing to express my keen interest in the Evidence and Learning Officer position at Sequoia. With over two decades of experience in program development, project management, performance monitoring, impact evaluations, and data analysis, I am confident in my ability to contribute meaningfully to your organization's mission. My extensive experience spans sectors such as social protection, water conservation, climate justice, philanthropy, environmental sustainability, civil society development, and women's empowerment. I have honed a deep understanding of how to synthesize complex data and research findings into actionable insights.

In my recent role as a Research Data Analyst at DMA, I successfully identified underperforming ad channels through performance data analysis, resulting in a 30% increase in ROI. I also led A/B testing initiatives that improved overall campaign performance by 18%. My ability to extract meaningful insights from complex datasets and align them with campaign strategies led to a 20% growth in sales. I believe that these skills, along with my experience in mentoring teams to utilize data-driven insights effectively, will be valuable in supporting Sequoia's organizational learning practices and grant-making portfolios.

During my tenure as a Monitoring and Evaluation Consultant at BISP, Pakistan, and as an M&E Manager at Plan International, I oversaw the design and implementation of multi-sectoral projects and developed comprehensive monitoring and evaluation systems. I have worked extensively in fostering learning cultures within organizations, an area that is a key component of this role at Sequoia. Furthermore, my certifications in Google Data Analytics, Project Management (PMP), and Tableau Desktop Specialist, along with my ongoing studies in Deep Learning and Large Language Models (LLMs), have equipped me with the technical skills necessary to support the synthesis of complex information, research findings, and data into insights—a core responsibility of the Evidence and Learning Officer.

In my experience, I have consistently integrated advanced data analysis techniques, including Python programming, Natural Language Processing (NLP), and SQL, to inform strategic decision-making. I have also led capacity-building efforts, ensuring that teams are equipped with the tools and knowledge to apply evidence-based practices, similar to the structured reflection and learning processes that Sequoia emphasizes.

I am particularly excited about the opportunity to support Sequoia's workflow management and grant-making processes. My track record of managing cross-functional teams and projects in international development and conservation spaces positions me well to serve as the central point of contact for project management activities, ensuring alignment with organizational priorities and deadlines. My ability to foster a culture of iterative experimentation and learning will complement Sequoia's efforts in maximizing climate impact through reflective and evidence-based practices. I am eager to contribute my unique blend of research, data analysis, and program management experience to Sequoia's Evidence and Learning team. I look forward to the opportunity to discuss how my skills and experiences align with your organization's needs in further detail. Thank you for considering my application.