

# Alex Ninan

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## Profile

An experienced analyst in driving growth and profitability through data-driven solutions. Skilled in extracting insights from complex datasets, deploying predictive models, and leveraging advanced analytics to achieve targets. Experienced in strategic planning, data analysis, and cross-functional collaboration. Seeking opportunities to apply innovative solutions that support business goals and deliver impactful results in data-driven environments.

## Area of Expertise

- Data Analysis
- Data Visualisation
- Project Management
- Predictive Modelling
- Business Intelligence
- Customer Success
- Machine Learning
- Strategic Planning
- Cross-team Collaboration

## Work Experience

### Retail Assistant - Primark, Portsmouth, UK

October 2023 - Present

Analysed sales trends, customer preferences, feedback, and patterns to improve customer service strategies and meet sales targets.

- Identified top-selling products, and assisted in testing and analysing product placements, promotional strategies and customer engagement techniques to boost monthly sales targets.
- Trained new team members and worked closely with supervisors to implement operational improvements.

### CRO Marketing Manager- Tomedes Ltd, Tel Aviv, Israel

June 2021 - January 2023

Led all conversion rate optimisation(CRO) initiatives to enhance website conversions and lead generations across the organisation's domains. Strategically utilised data analytics and A/B testing to improve user experience and maximise profitability.

- Increased conversions by 10% for transactions and lead generation by leading CRO strategies and executing successful A/B testing solutions.
- Implemented advanced tracking to monitor user interactions, enhancing behaviour analysis and increasing hypothesis generation by 30%.
- Improved operational efficiency of websites by 15% through the proper configuration and functionality of marketing tools.
- Led cross-functional team meetings to explore solutions proposed by the senior management to align with quarterly goals.
- Launched new marketing channels by strategising and implementing Paid Ads campaigns worth \$ 8K in the US, UK, and Israel.
- Developed dashboards to track key metrics, including conversions, campaign performance, and expenditures, while presenting data-driven insights and A/B test ideas to senior management to influence strategic decisions.

### Customer Success Manager / CRO Analyst - ConvertCart Pvt Ltd, Bangalore, India

October 2018 - December 2019

Managed and grew 10+ high-value accounts across the US, UK, and Canada, driving profitability and growth while ensuring client satisfaction. Utilised data-driven insights to optimise website conversions and collaborated with cross-functional teams to implement strategic solutions.

- Developed targeted and specific hypotheses for accounts across various industries by identifying drop-offs and challenges faced by users.
- Presented insights and hypotheses to senior management and clients, formulating A/B test strategies to maximise profitability.
- Managed up to 25 projects simultaneously, collaborating with cross-functional teams to deliver solutions aligned with SLAs.

- Delivered performance reports to clients and management on ongoing campaigns, conducting in-depth analysis to evaluate success and inform future strategies.
- Led a team of business analysts, provided training and mentorship to new team members, and addressed challenges to ensure readiness in servicing high-value accounts.

#### Trade Executive - Seacon Trading Co LLC, Sharjah, UAE

November 2011- January 2016

Managed exclusive client accounts and coordinated with stakeholders to fulfil client requirements and resolve queries. Played a key role in promoting services, gathering business requirements, and driving new business leads to support sales growth.

- Strengthened relationships with vendors across different regions, enhancing collaboration and operational efficiency.
- Identified and generated new business leads through market research, directly contributing to increased sales volume.

#### Education

MSc Data Analytics (with Distinction) - University of Portsmouth, UK

September 2024

MBA with Specialism in Strategic Planning- Heriot-Watt University, UK

September 2017

BEng in Electronics and Communication- Birla Institute of Technology, India

May 2013

#### Academic Highlights

University of Portsmouth

September 2023 - September 2024

Applied data mining tools, machine learning methods and big data concepts in coursework and research projects, gaining practical experience in turning theoretical knowledge into real-world scenarios. **Collaborated** with peers to analyse real-world datasets and extract actionable insights.

- Gained proficiency in **Python** (including libraries like Pandas, Matplotlib, and NumPy), SQL, and Tableau to preprocess, analyse, and visualise complex datasets, providing valuable insights for data-driven decision-making.
- Developed expertise in using frameworks like Apache Spark and TensorFlow to process large-scale datasets and build predictive models for various applications.
- Involved in academic discussions and team projects, utilising best practices in data analytics and contributing to research and presentations.

#### Technical Skills and Tools

- Programming Languages: Python, SQL, T SQL, NoSQL, HTML
- Big Data and Machine Learning: Hadoop, Apache Spark, TensorFlow, Apache Kafka, Image Recognition
- Database Management: PostgreSQL, MongoDB, Pyspark
- Project Management: Asana
- Web/ Digital Marketing Analytics: Google Analytics, Google Tag Manager, Google Search Console
- Paid Ads Marketing Platforms: Google Ads, Facebook Ads, LinkedIn Ads, Bing Ads
- A/B testing platform and Tools: Google Optimize, A/B Tasty, CrazyEgg, Optimizely, Hotjar, Microsoft Clarity
- Data Visualisation and Business Intelligence Tools: Google Data Studio, Tableau, Microsoft Azure
- Operating Systems: Linux

#### Languages

- Languages: English, German (A2 level)