

Hardik Zala

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🏠 Toronto, ON, Canada



hardikzala.github.io/HardikPortfolio

WORK EXPERIENCE

Teleperformance

May 2022 – Present

Google Account Strategist

Toronto, ON

- Analyzed Google Ads data and industry reports to improve KPIs, including ROI, conversions, clicks, and impressions for a portfolio of accounts worth \$3.4 million quarterly spend.
- Developed data-driven recommendations and implemented A/B testing initiatives to optimize ad copy, keyword research, compare campaign types, and audience targeting for improved campaign performance, using Excel.
- Created comprehensive reports and visualizations using Tableau and Excel to portfolio performance, trends, and key metrics to stakeholders and senior management.
- Utilized data analysis techniques, such as segmentation and time series analysis, to identify trends, patterns, and actionable insights for campaign optimization.

Veterview Inc.

(Jan 2018 - Jan 2019)

Marketing Research Analyst

Oshawa, ON

- Conducted qualitative research to identify benefits of influencer marketing, providing recommendations for target organizations lacking digital marketing presense.
- Collaborated on sales pipeline and value proposition creation, identifying key contacts for target organizations.
- Conducted market research to analyze industry trends, consumer preferences, and competitor strategies.

EDUCATION

Ontario Tech University - Bachelor of Commerce - Finance and Marketing

(Sept 2014-Jan 2019)

Npower Canada - Junior Data Analyst

(Jan 2022-May 2022)

PROJECTS

Analysis of Bank Data

- Identified customer segments that are likely to convert by using a logistic regression model, and utilizing a confusion matrix to visualize results.
- Ensured data quality through cleaning, wrangling, and preprocessing through normalization of features
- Visualized results using Python libraries such as pandas, numpy, sklearn, seaborn, and matplotlib.

Seattle House Price Predictor

- Predict Housing prices using a linear regression model, polynomial regression model, evaluated the model's parameters using Ridge regression
- performed data cleaning remove, and replace missing values, null values, and perform exploratory data analysis identifying outliers and correlations between data

CERTIFICATIONS, SKILLS & INTERESTS

Certifications: IBM Data Analyst, SQL Essentials, Microsoft Azure Fundamentals, Stanford ML Specialization

Skills: Google Analytics, SQL, Python, Tableau, IBM Cognos, reporting, visualization

Interests: Theatrical Arts, Boxing, Hiking, Skiing, Event Organization