

# JUNAID YEASIR FAHIM

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## EDUCATION

**Kenyon College** | Gambier, Ohio

**Bachelor of Arts**, May 2024

**Major:** Mathematics, Economics **Minor:** Computer Science, Integrated Program in Humane Studies (AI), **Merit Scholar**

**Honors:** Pi Mu Epsilon (National Mathematics Honor Society), Alpha Iota Sigma (Interdisciplinary Studies Honor Society)

**Relevant Coursework:** Data Analysis, Business Analysis, Computational Statistics, Data Structures & Algorithms, Product Marketing, Risk Analysis, Probability, Machine Learning, Database Management, Money & Financial Markets, Advanced Econometrics

## TECHNICAL PROFICIENCY

**Advanced:** SQL, Excel (pivot tables, advanced formulas), Python, R, Tableau, Power BI, Prompt Engineering, Database Management

**Proficient:** C++, MATLAB, Bloomberg Terminal, Google Collab, STATA, CRM(HubSpot)

**Familiar:** Snowflake, LaTeX, Kaggle, G-Suite, Salesforce

## WORK EXPERIENCE

**Math Teacher**, *Success Academy Charter Schools*, New York

*Aug 2024 - Present*

- Designed and taught **data-informed** math curricula to 7th and 8th grade students; used performance data to tailor instruction
- Collaborated with teaching teams to analyze learning outcomes and adjust strategies for improved engagement
- Fostered strong communication with parents, administrators, and colleagues to support comprehensive student development

**Enterprise Architecture Intern**, *Remark LLC*, New York

*June 2023 - Aug 2023*

- Led AI-driven **marketing analytics** for 12+ brands, optimizing campaign strategy and reducing time-to-market by 75%
- Interpreted raw visual data to develop branding insights and improve decision-making
- Created **dashboards** and visual reports to track performance and branding alignment
- Effectively communicated complex branding concepts to stakeholders, improving client **satisfaction** and **adoption** rates

**Data Science Intern, Research Associate**, *Langar Holdings Inc.*, California

*May 2022 - Dec 2022*

- Built SQL-based data models across 500+ healthcare firms, joining **data sources** for performance analysis
- Created investment dashboards and evaluated company **risk profiles** using multivariate analysis
- Delivered insights to marketing and strategic planning teams based on internal and third-party data

**GIS Engineer Intern**, *Village of Gambier*, Ohio

*Aug 2023 – May 2024*

- Managed environmental datasets (10,000+ records) and created visual dashboards for policy insights
- Partnered with county offices to recommend sustainability solutions based on mapped patterns and spatial data

## PROJECTS

**Customer Segmentation: clustering algorithm to streamline marketing, Kenyon College**

- Utilized R and K-means clustering to segment an automobile customer base, enhancing targeted **marketing strategies**
- Evaluated optimal cluster count using the Elbow, Silhouette, and Gap Statistic Methods, ensuring **model accurac**
- Applied findings to develop targeted **sales strategies**, demonstrating ability to use data to drive sales approaches

**Marketing Performance Dashboard, Kenyon College**

- Built interactive Power BI dashboards to analyze multi-channel campaign ROI and lead funnel metrics
- Integrated Snowflake and CRM datasets to provide unified view of customer engagement

**Retrieval-Augmented Generation (RAG)**

- Engineered a PDF-querying system with 90% retrieval accuracy using vector search
- Developed CLI interface for data extraction from structured business documents

## LEADERSHIP & VOLUNTEERING EXPERIENCE

- Student Life Committee Board Member
- Committee for Diversity & Inclusion, Program Associate
- Investment & Consulting Club Founding Member
- Student Athlete - Kenyon Squash Team