

# Nadeem Irshad Pirzada

nadeemrubani@yahoo.com — +91 9086662764 — Srinagar

## Professional Summary

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A BBA (Marketing) graduate with a strong academic foundation in finance, consumer psychology, and neuromarketing. Demonstrates an applied understanding of business and financial concepts through research publication and industry-relevant training. Committed to pursuing a long-term career in Wealth Management, Investment Analysis, or Financial Advisory, with a focus on evidence-based decision making and client-centric solutions.

## Academic Projects & Research

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**Neuromarketing in Digital Advertising – Independent Research Paper** May–July 2025  
Published on SSRN

- Analyzed emotional triggers and consumer response in Indian digital ads.
- Published in SSRN's Social & Personality Psychology and Managerial Marketing eJournals.

**Management Accounting –** Sep 2024

- Financial statement analysis (ratio, liquidity, profitability, and solvency analysis)
- Cost–volume–profit (CVP) analysis and break-even analysis
- Budget preparation and flexible budgeting
- Marginal and absorption costing
- Decision-making based on financial data
- Variance analysis and performance evaluation

**Marketing Segmentation & Customer Profiling – Advertising & PR** Sep 2024

- Explored demographic, psychographic, geographic, behavioral, and technographic targeting.
- Analyzed real-world brand segmentation examples.

**Sales Psychology & Persuasion Strategies – Sales Management** Aug 2024

- Studied Robert Cialdini's six principles of influence.
- Theoretical research on AIDAS theory.
- Explored ethical influence in consumer conversion.

**Decoding the Digital Age: Bitcoin & Digital Money – Monetary Economics** Aug 2023

- Researched Bitcoin mining, volatility, and regulation.
- Discussed digital currency impact on financial inclusion.

## Freelance & Practical Experience

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**Freelance Client Financial Services –**

- Handled insurance portfolios, renewals, and tax documentation.
- Provided support with income tax filing and PAN form processing.
- Achieved 140% return on personal investment capital.

**Power BI Intern –** Aug 2025 – Sep 2025 **Cognifyz Technologie**

- Conducted exploratory data analysis (EDA) on investment datasets to derive insights on savings objectives and investment preferences.
- Designed interactive dashboards in Power BI combining multiple analyses, enhancing data storytelling and decision-making.
- Developed visual reports on gender-based investment patterns, sources of financial information, and investment motivations.
- Applied statistical measures and visualization techniques to summarize key trends and insights.

**Urdu Translation Quality Analyst (Freelance) –** 2024 – Present **Outlier AI**

- Reviewed AI-generated Urdu content for accuracy and cultural integrity.
- Helped improve machine learning models with high-quality language input.
- Trained and optimized AI Chatbot to improve user relevance and natural language understanding.
- Collaborated with teams to improve conversational design and improve user satisfaction.

## **Certifications & Training**

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**Investment Banking – Bank of America – Forage (Virtual)**

May 2025

Certificate of Completion

- Conducted SWOT analysis to identify acquisition targets.
- Built a Discounted Cash Flow (DCF) model to estimate valuations.
- Performed sensitivity analysis on valuation variables.
- Created company profiles summarizing financial insights.

**Tata Data Visualisation: Empowering Business with Effective Insights – Tata Consultancy Services – Forage (Virtual)**

July 2025

Certificate of Completion

- Designed business-focused data visualizations.
- Prepared meeting questions for client leadership.
- Helped translate data insights into executive decisions.

**SEBI Investment Awareness Certification – Online Test**

May 2025

SEBI Investment Awareness Certification – May 2025

Completed SEBI's financial awareness program on investment basics, market functioning, and regulations.

## **Skills**

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|------------------------|---|
| – Investment & Trading | – Financial Documentation & Form Processing |
| – Data Cleaning        | – Insurance Services                        |
| – Data Visualization   | – Financial Analysis                        |
| – Financial Analysis   | – M&A Screening                             |
| – SWOT Analysis        | – Sales Psychology                          |
| – MS Excel & Office    | – Budgeting                                 |
| – Charts & Graphs      |   |
| – DCF Valuation        |   |

## **Disability Note**

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Lives with non-inflammatory myopathy, a physical condition that affects mobility in certain situations such as stair climbing or prolonged walking. Fully capable of managing academic and office-based responsibilities in an accessible environment. Actively seeks inclusive settings that support equal participation, comfort, and dignity.