

NIRAJAN KHADKA

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Hiring Manager
Mindshare
Toronto, ON

Dear Hiring Manager,

I am writing to express my interest in the Analyst, Insights & Analytics position at Mindshare. I was excited to discover this opportunity as it aligns perfectly with my experience in data storytelling, campaign analytics, and performance dashboards. With a strong foundation in data analysis and business intelligence, I am eager to contribute to your data-driven marketing strategies.

During my freelance data analyst work, I completed 30+ projects that involved analyzing campaign metrics, building dashboards in Power BI, and delivering actionable insights for clients across education, product, and service sectors. I specialize in turning messy datasets into clean, structured insights — a skill I believe is critical for supporting media performance reviews and strategic marketing decisions.

Recently, I also served as a volunteer data analyst with CELLECT, where I built a tracking system in Excel and researched data on 40+ medical devices to support go-to-market decisions. I've worked with SQL, Python (Pandas, Seaborn), Power BI, and Excel to create reports and run exploratory and statistical analyses. I also have foundational experience with GA4 and Adobe Analytics, and I'm keen to expand my Martech skillset under the guidance of experts at Mindshare.

I would welcome the opportunity to bring my passion for clean data, clear visuals, and practical decision-making to your analytics team. Thank you for considering my application — I look forward to the opportunity to speak further.

Sincerely,
Nirajan Khadka