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| **Samsudeen Naina**  ***samsudeen.naina@gmail.com |*** [***linkedin.com/in/samsudeen-naina***](https://www.linkedin.com/in/samsudeen-naina) ***|*** [***https://github.com/SamsudeenNaina***](https://github.com/SamsudeenNaina) ***| 587. 577. 0433*** |
| **Full Stack Developer | Data Analyst**  I am a junior full stack web developer with a passion for learning and exploring new technologies. I am a strong team contributor experienced with working efficiently on group projects while also capable of working independently. I have extensive experience in Data Analysis using Oracle, PL/SQL and SAS but have found my true calling in web development. I am currently working with front-end and back-end languages/frameworks to strengthen my skills as a Full Stack Developer while  following Agile management principles. |
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**Technical Skills**

* HTML / CSS
* React
* JavaScript
* Node.js
* MongoDB / Mongoose
* GIT / Trello
* Oracle / MySQL / MSSQL
* PL/SQL and SAS

**Professional Experience**

**Advertiise, Calgary, AB. May 2021 – Aug 2021**

**Software Developer (Contract)**

Contributed to the enhancement of a React based application (with HTML, CSS, JavaScript, NodeJS and MongoDB) in a full stack role.

* Helped with the fixes and testing of bugs identified by the client.
* Used GIT and Trello for version control and task management.

**EvolveU, Calgary, AB. Sep 2020 – Feb 2021**

**Full Stack Developer in Training**

We learned to develop applications using the newest technologies used in the industry currently. Below are a few of the projects we completed:

1. **Music Visualizer**

In a team of four, we created an App that will allow users to enjoy music played with their own visualization. The tracks and graphics can be their own or defaulted from the app. This has potential for professional use. Technologies used were: React JS, React Bootstrap, MongoDB, Firebase for hosting, GIT for version control

1. **Change for Change – A Non-Profit Charity**

Three team members worked together to create an App to help the needy by connecting the needy with Donors. Technologies used: HTML, CSS, JavaScript, MongoDB, Stripe for payments.

**TELUS Mobility, Calgary, AB. Oct 2011 – Jan 2019**

**Senior Performance Analyst (Data) Aug 2015 – Jan 2019**

Conducted data analysis on the 8+ million cellular customer base to provide insights and business requirements in order to support short and long term business decisions. Also assisted in pulling data to launch marketing campaigns.

* Designed, implemented and tested CRM campaigns using **SAS, Oracle/PLSQL**. Highlights include:
  + Client retention focused mobility renewal campaigns.
  + Was the main source of contact for urgent high priority Recovery campaigns to customers affected by natural disasters or outages.
* Provided insightful analysis to the business to allow users make fact-based decisions in a timely manner.
* Strategized campaigns resulting in Industry leading churn reduction and superior customer retention.
* Applied automation, standardization, quality control, data integrity and other efficiencies to TELUS marketing lists, increasing YoY delivery by 30%.
* Liaised with cross functional internal groups to enable business strategy planning, dashboard and metric creation and KPI monitoring.
* Evaluated operational and system impacts for maintaining seamless implementation of projects and fine-tuned SQL queries improving performance.
* Coached and trained newer team members on DBM TELUS standards, CRTC standards and CASL compliance.

**TELUS Mobility, Calgary, AB. Oct 2011 – Jan 2019**

**Performance Analyst (Data) Oct 2011 - Aug 2015**

Supported Marketing, Finance, cross functional teams to deliver daily, weekly, and monthly data in a secure environment that was used to build marketing campaigns.

* Developed and executed Renewal communications.
  + Identified new opportunities through behavioural trending on the 8 Million+ Customer base.
  + Identified quality or productivity issues and potential solutions.
* Streamlined client experience recovery campaign execution process to reduce execution timeline and maximize resource utilization.
  + Analysed and automated frequently used campaign scenarios.
  + Initiated measurements on recovery campaigns to enhance management reporting.
  + Continuous improvement of software lifecycle (SDLC).
* Provided business insight and executed sales strategies through in-market measurements.
* Extracted data from multiple data sources to be synthesized and used by the team.
* Provided Oracle technical support to the team during the oracle upgrade to 12c.

**MTS Allstream Inc, Calgary, AB. Sep 2006 – Mar 2011**

**Senior Operations Analyst**

Supported the Telecom Billing team in business and system analysis duties.

* Managed change-management of every project with strict procedures to improve stability and successfully met GCC audit scrutiny for a YoY for a period of five years.
* Developed billing solutions for the business meeting tight deadlines, created management reports with the use of SQL queries and Microsoft Excel.
* Developed accurate test cases and testing procedures to provide support for QA approval.
* Facilitated team meetings to plan implementations walking through implementation plans and risk analysis.
* Recognized by management for trouble shooting critical problems during production implementations.
* Provided support for user related problems/tickets on two i-series servers with more than 700 users across Canada.

**HSBC Group- HFC Bank, Burnaby, BC. Jan 2006 – Sep 2006**

**Systems Analyst Programmer**

Software development and enhancements on the banking system for HFC Bank UK which was a subsidiary of HSBC in UK covering parts of Europe (Ireland, Czech Rep, Slovakia and Poland). HFC’s main business was Vendor Credit Cards, Direct Lending and Insurance.

Well versed in **AS/400 RPG** applications:

**Academics**

* **Certificate in Full Stack Development (**EvolveU Calgary)
* **Certificate in Business Analysis** (Mount Royal University Calgary)
* **Diploma in Computer Studies** (National Computing Centre – UK)
* **IIBA endorsed Agile Business Analysis** (TELUS Internal Training)
* **SAS Programming** (TELUS Internal Training)