

Shabir Shabrez Noorani

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EXPERIENCE

- Adikteev** Paris, France
Account Manager (Full-time) Apr 2023 - Jan 2024
 - Led** campaigns across 5 key mobile app verticals, increasing reattribution by 20% QoQ through targeted strategies.
 - Developed** and executed media strategies that significantly increased user acquisition for live games, employing analytical tools such as Insights, Imply, Tableau, Excel, Adjust, AppsFlyer, and Singular to optimise campaign performance.
 - Applied** data-driven insights to optimise advertising campaigns, ensuring the achievement of client goals such as ROI/ROAS, CPA, CTR, Retention Rate, and Revenue targets.
 - Conducting** client business reviews, engaging with stakeholders at all levels, including C-level executives.
 - Provided** strategic advisory services in mobile advertising, addressing and solving business challenges.
 - Collaborated** with cross-functional teams to align marketing efforts with overall business objectives, ensuring coherent brand messaging across all platforms.
 - Demonstrated** excellent communication skills in developing content and collaborating with international teams.
 - Skills Gained:** KPI's(ROAS, CPA, CAC, CLV, CRR), Google ads Manager, Imply, Insights, MMP Dashboards(Singular, Adjust, AppsFlyer), AB Testing, Client Relations, Strategic Planning, Data-Driven Decision Making.
- Adikteev** Paris, France
Ad Operations Coordinator (Full-time) Oct 2022 - Apr 2023
 - Optimized** ad strategies for more than 30 campaigns, enhancing client ROI by 15% and meeting all set KPIs for ROAS and CPA.
 - Directed** data analysis and report generation, yielding actionable insights that improved campaign efficiency by 25%, communicated to stakeholders to guide strategic decisions.
 - Produced** high quality presentations for regular business reviews and strategic analyses, demonstrating an adeptness at simplifying intricate data into practical insights.
 - Skills Gained:** Cohort/audience Building Strategy, Campaign Optimisation, Strategic Analysis and Reporting, Creative Optimisations, Creative Uploads, Campaign Budgeting, Client Reporting, Incrementality Testing.
- ESS QUE Furniture Works** Srinagar, Jammu & kashmir, India
Operations Analyst (Full-time) Oct 2018 - July 2021
 - Designed** plans and suggested system changes, boosting overall organization productivity by over 20%.
 - Oversaw** all supply chain activities, leading purchasing, sourcing, scheduling, forecasting, planning, forward stocking, and transportation.
 - Implemented** pull system and horizontal integration, reducing inventory costs by over 30% and contributing to a 10% profit boost.
 - Coordinated** with cross-business teams to maintain operational goals, establish carrier relationships, and led logistics analysis for continuous improvements.
 - Skills Gained:** Supply Chain Management, Logistics and Transportation Management, Cost Reduction, Push and pull system, and Profit Maximization.

EDUCATION

- IÉSEG School of Management** Paris, France
Masters in Business Analysis and Consulting 2021 - 2023
Specialization: Strategy Management, Supply Chain, Financial Analysis, and Statistics.
- Kashmir University** Srinagar, Jammu & kashmir, India
Bachelors in Business Administration 2015 - 2018
Courses: Marketing Management, Accounting, Economics, and Investment Management.
Thesis Topic: An Effectiveness of Internet Advertising on Consumer Behaviour: This thesis explores the effectiveness of internet advertising on consumer behavior among undergraduate students in Srinagar, focusing on how companies can engage youth who predominantly use social media over traditional mediums.

SKILLS

- Languages** R Programming(Basic), VBA(Intermediate), SQL(Intermediate), Video 360 (Learning In progress).
- Tools** SQLite, Tableau, Imply, Insights, Microsoft Office, Google ads manager, DSP, MMP Dashboards.
- Soft Skills** Leadership, Event Management, Writing, Public Speaking, Time Management.

INTERESTS

- Cricket, Cooking, Reading, Gardening, PC Games/Mobile Games, Youtube Live Streaming.

LANGUAGES

- English(Proficient), Kashmiri(Mother tongue), French(Basic), Arabic(Read only), Hindi(Proficient), Urdu(Proficient).