Shabir Shabrez Noorani
Digital Marketing and Data Analysis Expert

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EXPERIENCE

Adikteev — Paris, France
Account Manager and Consultant (Full-time) — *Apr 2023 - Jan 2024*

- **Spearheaded** mobile app retargeting campaigns across multiple platforms, managing a monthly ad spend of €375k, which resulted in a 20% QoQ increase in brand visibility and reattribution.
- **Specialized** in developing and executing comprehensive retargeting strategies to enhance user retention and re-engagement, significantly contributing to client relationship development and retention metrics improvement.
- **Utilized** advanced data analytics and A/B testing to refine advertising campaigns, achieving superior client ROI/ROAS and providing insightful market trend analysis and campaign reporting.
- **Conducted** detailed client business reviews, effectively communicating complex data and strategic insights to stakeholders at all levels, including C-level executives, to guide decision-making processes.
- **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:** KPIs(ROAS, CPA, CAC, CLV, CRR), Google Ads Manager, Imply, Looker, Insights, MMP Dashboards(Singular, Adjust, Appsflyer), AB Testing, Revenue Concentration, Pre-launch Analysis, Client Relations, Strategic Planning, Data-Driven Decision Making.

Adikteev — Paris, France
Ad Operations Manager (Full-time) — *Oct 2022 - Apr 2023*

- **Managed and optimized** ad strategies for over 30 mobile app retargeting 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%, and 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

ESF (Empoloi Service Et Formation) — Paris, France
Compétences de base professionnelles (PRFT 2024) — *Avril 2024 - Oct 2024*

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(Beginner), Python (Learning In progress).
- **Tools** SQLite, Power BI, 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).