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Description automatically generated with low confidence­­ Sukhraj S. Cheema**

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Description automatically generatedLondon sukh.100@hotmail.com +44 7714 590 830  
  
ABOUT ME**

**Technical Expertise:** Python, Streamlit, JavaScript, SQL, Pandas, R, AB Testing, Looker Studio, Google Ads.   
**Skills:** Scripting, statistics, object-oriented programming, client relationships, presentations.  
**Languages:** Fluent in English, conversational in Punjabi.  
**Interests:** Music production, poker, chess.   
  
**EDUCATION**

1. **First Class Honours Mathematics (B.Sc.), University of Sussex**

* *Enrolled September* 2017, graduated July 2021
* *Relevant final year modules: Statistical Inference (76%), Linear Statistical Modules (78%)*
* *Recipient of First-Generation Scholarship*
* *Foundation Year*

1. **Gravesend Grammar School**

* *2015 – 2017 A-Levels: Economics (B), Mathematics (B) and Physics (C)*
* *GCSE: 8A’s, 2B’s*

1. **Certifications**

* *Intermediate Machine Learning (Kaggle)*
* *Introduction to Machine Learning (Kaggle)*
* *Google Ads Search (Google Academy)*
* *Google Ads Shopping (Google Academy)*

**RELEVANT TECHNICAL PROJECTS**

**Machine Learning   
*Tech Stack:*** *Python, Pandas, Scikit-Learn*

* Developed supervised machine learning algorithms to predict the median house price in any California district, using the Scikit-Learn API.
* Constructed a pre-processing pipeline for data preparation; consisting of a one hot encoder for categorical data, a simple imputer for missing values and a standardisation transformation for feature scaling.
* Applied Linear Regression, Decision Tree and Random Forest algorithms, then utilised the RMSE indicator to identify the most accurate model.

**Shopping Feed Audit Tool  
*Tech Stack:*** *Python, Pandas, Git, GitHub, Google Cloud Platform, Flask*

* Developed an auditing tool housed on Google Cloud Run, following a Git branching workflow. The tool analyses Shopping Feed attributes for best practice checks, which can lead to direct improvements in key performance metrics.
* Created an API call function to apply the tool to multiple accounts concurrently, appending the responses to a Pandas DataFrame. This constructed the shopping feed data and verified account credentials simultaneously.
* Tailored the functionality of the tool for each user using a front-end Sheet, which contained data regarding specific checks to run and for which accounts. This was implemented using a webhook built with Flask.
* Translated business requirements to efficient and easy to read code, resulting in a lower cost of compute from Cloud Run whilst making the code base more intuitive to work with for my team.

**2D Alien Invasion Game   
*Tech Stack:*** *Python, Pygame*

* Developed a fully interactive 2D Alien Invasion game using the Pygame module. The design pattern of the program consisted of a game loop which: handled user input, rendered assets and updated the game state.
* Created a unique class for each game object to encapsulate the behaviour of each asset in an abstract and replicable form, which simplified the design architecture of the project.
* Encoded graphics using Pygame surfaces, allowing for simple collision detection and block image transfers (blits) to create a dynamic game environment.

**PROFESSIONAL** **EXPERIENCE**

**Technical Account Executive (Performance Marketing & Automation)**

Kinase, London   
(FEBRUARY 2022 TO PRESENT)

* Optimise search and shopping campaigns through data-driven decisions combined with a deep understanding of the automated bidding systems, attribution models and key metrics.
* Develop new scripts using the Google Ads API to streamline workflows for varying clients; consisting of generating analytical reports, building specific ad assets, and real-time tracking of performance.
* Conduct end-to-end AB tests to continually refine our campaigns based on statistically significant data. Previous tests include comparing attribution models using profit margin as a performance measure, as well as testing multiple versions of promotional copy to improve conversion rates.
* Provide proactive troubleshooting support to resolve subtle and complex issues with active scripts, acting as the automation lead for multiple client teams.
* Provide ad-hoc analysis of campaign performance to clients during weekly calls, interpreting recent performance trends and drawing insightful conclusions from data to inform business decisions.
* Build custom dashboards for clients and internal stakeholders, using SQL to extract, transform, and analyse data from multiple sources, providing a comprehensive and relevant view of performance.

**TECHNOLOGY CONSULTANT INTERNSHIP**  
Deloitte, London  
(OCTOBER 2020 TO NOVEMBER 2020)

* Designed an implementation plan regarding an innovative online banking platform. The main considerations consisted of technology, business and cost estimates.
* Generated a detailed overview of cloud computing for the purpose of advising a client on benefits, risks, and considerations for which applications would be suitable for cloud transition.
* Drafted a project strategy plan for a new financial accounting system. Guided client through the market scan, evaluation and selection process.

**WORK EXPERIENCE**

**1) COCKTAIL BARTENDER**

TGI Fridays, The Connaught, The Rum Kitchen   
(MAY 2021 TO DECEMBER 2021)

* Trained to make cocktails in a fast-paced bar.
* Developed upselling ability by recommending more expensive brand of drinks.
* Learnt the business acumen for running a small to medium sized pub and kitchen.

**2) FRONT-END COLLEAGUE**  
ASDA Store, Brighton   
(MARCH 2020 TO MARCH 2021)

* Cross-trained across departments including front-of-house, home shopping, and scan & go, in order to be more flexible.
* Documented stock shortages and discrepancies, confirming all information meets regulations.

**3) WAITER**   
PizzaExpress, Brighton   
(JUNE 2018 TO SEPTEMBER 2019)

* Attained and exceeded GASPH (gross average spend per head) targets, due to a strong ability to upsell extras to customers.
* Cultivated and maintained positive relations with guests and other restaurant locations.

**4) CSR AND CHEF**   
Domino’s, Gravesend   
(SEPTEMBER 2015 TO JULY 2017)

* Studied and enforced policies regarding health and safety requirements across the restaurant.
* Responsible for training newly hired staff on all aspects of company standards for both chefs and customer service representatives (CSR).

**EXTRACURRICULAR**

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| **TUTORING AND TEACHING ASSISTANT** (SEPTEMBER 2015 TO PRESENT)  **TRADING SOCIETY** (SEPTEMBER 2018 TO SEPTEMBER 2019)  **SIKH SOCIETY ACCOUNTANT**  (SEPTEMBER 2018 TO SEPTEMBER 2019) | *Shape  Description automatically generated with low confidence*  github.com/SukhrajCheema  *Icon  Description automatically generated*  linkedin.com/in/sukhrajcheema/  ­ |