

UMAR FAROOQ

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SUMMARY

Data Analyst, aspiring data scientist, adept in data driven decision-making with strong written and verbal communication, problem solving and analytical thinking skills. Understands the importance of meeting deadlines and time management in a high performing technology company using agile and scrum methodologies.

RELEVANT TECHNICAL SKILLS

Languages: Python, Excel, JavaScript, HTML5, Bootstrap CSS | **Databases:** SQL – PostgreSQL, SQL Server | **Applications:** Tableau, Excel, Power BI, Cumulio | **Skills:** Data Analysis, Data Visualization, Predictive Analytics, Big Data Analytics | **Familiarity:** Machine Learning Algorithms, Tensorflow, VBA, AWS, Microsoft Azure, Git Version Control Management, Github, Databricks, Azure Data Studio, Google Analytics, Salesforce Tools.

RELATED WORK EXPERIENCE

Tiger Pistol | **Data Analyst SaaS** | 03/2021 – 02/2023

- Designed, developed and launched company's website with a new UI/UX, to stimulate sales and marketing funnel increased website views by 200% and reduced bounce rate to 40%.
- Simplified, automated and redesigned interactive dashboard in Tableau, increasing its internal views by 500%.
- Lead design and development initiative for in-platform analytics and dashboard for clients after gathering and synthesizing requirements from client management, sales and customer experience teams into wireframes, mockups and specifications.
- Used PostgreSQL and SQL Server to query the database for required data for Tableau and Business Intelligence Reports.
- Condensed large and complex data into digestible data visualization for clear and concise take away to drive action.
- Used PySpark Library in Python to develop scripts for automated reporting from platform to internal teams.
- Remodeled and advocate user experience best practices to create visualizations that are intuitive and highly aesthetic.
- Created executive platform performance dashboards for weekly and monthly review by Senior Management.
- Conducted Tableau trainings for the Customer Service, Client Management and Sales Teams.

Habib Rafiq Pvt. Ltd. | **Digital Marketing and Analytics Manager** | 01/2016 – 02/2020

- Launched a successful 3000 Acres real-estate project, established a robust digital marketing team and increased sales by 400%.
- Used SQL and internal relational databases to develop targeted customer clusters for different B2C marketing campaigns.
- Researched and explored consumer data received from sales team to discover and identify patterns, meaningful relationship, anomalies and trends which can be applied to optimize future marketing campaigns.
- Carried out marketing campaigns traffic/click exchange analysis for tracking key metrics on marketing campaign performance and channel mix, and reporting optimization strategy to marketing team.
- Worked proactively to investigate data reporting tools like Facebook Pixel and Google Analytics to find campaign optimization opportunities for the marketing team.
- Developed monthly marketing analytics reports using BI platforms like Tableau and Power BI, to communicate complex information to non-technical stakeholders for data driven decision making.
- Worked with sales and data entry team to monitor Salesforce CRM and ensure accurate reporting of data by developing set processes for data entry and changes.
- Made presentations to internal and external stakeholders reporting on the project needs and requirements, fulfillment of desired sales and marketing metrics and informing them about future business strategy and project roadmap.
- Assisted with processes for customer data collection and data modeling to preserve data integrity, data formatting, data fragility, data scale, data governance/privacy, and accessibility for critical information.

Samsons Group of Companies | **Digital Marketing Specialist** | 05/2015 – 09/2018

- Developed weekly marketing and sales analytics reports, reporting campaign results analysis, advertising budget allocation and calculation of return on investment from past campaigns to improve business strategy based on data-based decision making.
- Worked proactively with cross-functional teams to execute sales, marketing and technology-based activities to drive results through all channels.

Goghoom.com, Trechnology | **Product Development and Innovation Manager** | 07/2014 – 03/2015

- Managed key product development life-cycles and investigated customer feedback to identify growth prospects.
- Worked in collaborative partnerships with Finance, Creative, Marketing and Engineering teams to identify important research questions, validate hypotheses using data and find actionable product insights for any enhancements in website features.
- After A/B testing and collaborative data analysis, added comments feature for better user interaction on the platform.

EDUCATION

Texas A&M University, Houston | **Masters of Analytics** | August 2023 - 2025

University of Texas, Austin | Certificate in **Data Analytics and Visualization Bootcamp** | October 2020

Lahore University of Management Sciences | **Bachelor of Science – Politics and Economics** | June 2014