

ZEINELABDIN SALIH

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Accomplished Data Scientist and Sales Professional with a robust background in mathematics and engineering. Adept at leveraging statistical analytics, machine learning models, and data mining algorithms to drive data-driven solutions, enhance efficiency, and provide actionable insights. With over a decade of experience in sales and marketing across diverse industries, showcasing a keen ability to analyze both qualitative and quantitative data, contributing significantly to revenue growth and market share. Proven leadership in business development projects, aligning business portfolios with market demands and strategic goals.

TECHNICAL SKILLS

Visual data representation, SQL, Python, R, SAS, Excel VBA, Hadoop, Azure Cloud, Tableau, Machine Learning, Deep Learning, NLP, SAS Macros, Java, JavaScript, React, HTML, CSS, MongoDB

CORE COMPETENCIES

Strategic Analysis, Proficient Programming, Skillful Statistical Modeling, Data-Driven Decision-Making, Effective Data Visualization, Business Intelligence Proficiency

EXPERIENCE

Sales Manager | OMG (Outdoor Media Group) | September 2011 - April 2019

Dynamic Sales Manager with a strong foundation in quantitative analysis, leveraging statistical analytics and commercial strategies to drive revenue growth and expand market share.

Key Accomplishments:

- Spearheaded a significant expansion, increasing the customer base by 30% across 10 different industrial sectors within the first four years. This initiative resulted in a substantial revenue influx of \$53.8M during that period.
- Led a Business Intelligence unit focused on data analysis, contributing to enhanced commercial strategies and a remarkable 15% increase in market share.
- Managed a sales team, consistently surpassing annual sales targets by an average of 20% over eight years, showcasing a consistent track record of exceeding performance expectations.
- Developed and implemented retention strategies for Small and Medium-sized Enterprises (SMEs) alongside quality assurance testing. These initiatives not only increased brand loyalty but also effectively reduced the churn rate by 20%.

Sales Executive | OFFTEC Engineering Services Co. Ltd. | April 2009 - September 2011

Results-driven Sales Executive with a focus on achieving and surpassing quarterly sales targets.

Key Accomplishments:

- Consistently exceeded quarterly sales targets by 10%, closing deals totaling \$3,800,000 in less than 3 years.
- Initiated and led a live demo initiative, increasing product exposure in the banking industry and resulting in a 30% profit increase.
- Received the Employee of the Year award for achieving the highest sales record in the entire international group's history.
- Demonstrated a strategic and results-driven approach, contributing to the overall success and growth of the sales team.

EDUCATION & PROFESSIONAL DEVELOPMENT

Advanced Diploma in AI-Software Engineering | Toronto, ON | January 2024 – September 2025
| Centennial College |

Azure Data Fundamentals Certificate | Toronto, ON | December 2021
| Microsoft Certification |

Advanced Diploma in Data Science and Application | Toronto, ON | March 2021
| Metro College of Technology |

Bachelor of Electrical and Electronics Engineering | Computer Engineering | Khartoum, Sudan |
March 2006
| University of Science & Technology |