

HASIN AHMED

RESEARCH//

DESIGN//

DATA//

SKILLS

Adobe Creative Cloud

Photoshop, Lightroom
Illustrator, InDesign

Survey Design

Qualtrics, Survey Monkey

Data Analysis

Excel, SPSS
Tableau, R, SQL
ArcGIS, CartoDB

Web & Analytics

HTML, CSS, JavaScript
Google Analytics, Mixpanel

E-Newsletter

Mailchimp, Constant Contact

CMS

Wordpress, Drupal, Joomla

CRM

Salesforce

PROFILE

Data & Analytics professional with a multidisciplinary academic background

- 4+ years of survey design and e-marketing experience
- 6+ years of graphic design experience
- 2+ years of data analysis experience

View full employment history on [LinkedIn](#)

EXPERIENCE

Center for Student Success, The New School

Data Analyst/October 2014 - Present/New York, NY

- Create custom reporting dashboards for managers/directors on hyperion (Oracle BI client)
- Design and analyze alumni outcomes surveys for graduating classes of 2014, 2015, 2016
- Query and analyze data points from multiple CRM platforms and SQL databases
- Establish KPIs for the various departments of Student Success

Bella Communities

Member of Advisory Board/March 2014 - Present/New York, NY

- Create adWords campaigns to target low-income property owners
- Design email marketing campaigns via Mailchimp
- Assist with the design process of a new website
- Design various marketing/informational pieces

OnDeck

Marketing Attribution/October 2014 - February 2015/New York, NY

- Analyze and match loan data to direct marketing campaigns
- Run SQL queries to join and match data points
- Search various loan data from Salesforce
- Analyze web analytics using Mixpanel

The Center for Community Action and Research at Pace University

Student Outreach Coordinator/January 2011 - May 2014/New York, NY

- Manage a bi-weekly e-newsletter of a list of 4,000 subscribers
- Organize and supervise on/off campus volunteer service events
- Facilitate various in-class presentations
- Create online surveys using Qualtrics

LANGUAGES

English, Bengali, Hindi
Urdu, Spanish (Intermediate)

EDUCATION

BBA - International Marketing

Pace University, New York
2010 - 2014

MA - International Affairs

The New School, New York
2014 - 2016

CONTACT

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