

MOHAMMAD ASHRAF WANI



EDUCATION

BACHELOR OF COMPUTER APPLICATIONS

University of Kashmir 2009-2012

BACHELOR OF ARTS

University of Kashmir 2008 – 2010

EXPERIENCE

DATA ANALYST

April, 2022 – Present Assembly Global – Dubai, UAE

Job Description

- Develop and implement databases, data collection systems, data analytics and other strategies that optimize statistical efficiency and quality.
- Interpret data, analyze results using statistical techniques and provide ongoing reports.
- Using automated tools to extract data from primary and secondary sources.
- Removing corrupted data and fixing coding errors and related problems.
- Filter Data by reviewing reports and performance indicators to identify and correct code problems.
- Assist with Social Media Performance Report.
- Assist with the general day to day administrative tasks.
- Monitoring the competitor social media sites and creating analysis report.

SOCIAL MEDIA MARKETING EXECUTIVE

2018 – 2020 Blisstro – Srinagar

Job Description

- Management of Social Media Channels.
- Creating Brand Awareness.
- Structuring Behavioural Aspect of Potential Customers.
- Tracking Social Media Influencers.
- Keep Up to Date with any Social Media Trends.
- Assist with Social Media Performance Report.
- Planning of Marketing Strategies to Help Drive Traffic and Engagement.
- Assist with the general day to day administrative tasks.
- Monitoring the competitor social media sites and creating analysis report.

SOFTWARE ENGINEER

2015 – 2017 Scriptfy Technologies – Srinagar

Job Description

- Analysing and modifying existing software as well as designing, constructing and testing end-user applications that meet user needs — all through software programming languages.
- The complete life cycle of a new and modified software product.
- Investigating current applications.
- Producing specifications.
- Costing new and modified systems.
- Writing new software and operating manuals.
- Testing the product to ensure that it operates satisfactorily.
- Handling support and feedback.

Junior SOFTWARE DEVELOPER

2013 – 2014 IT Support Desk – Bangalore

Job Description

- Assisting the development manager with all aspects of software design and coding.
- Learning the codebase and improving your coding skills.
- Writing and maintaining code.
- Working on minor bug fixes.
- Monitoring the technical performance of internal systems.
- Responding to requests from the development team.
- Writing reports and handling support and feedback.

CONTACT ME

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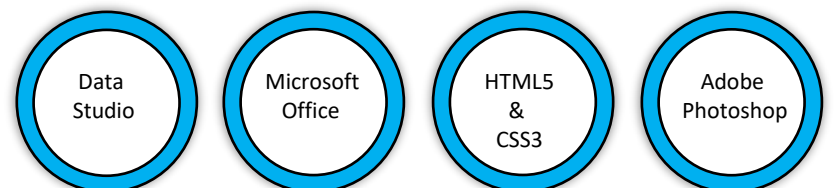
SKILLS & ABILITIES

- Digital Marketing Strategy
- Social Media Auditing & Analysis
- Social Media Marketing
- E-Commerce Management
- CMS - WordPress, Drupal
- Marketing Management
- Email Marketing
- Budget Management
- Project Management

CERTIFICATIONS

- GOOGLE: Digital Marketing
- GOOGLE: Ads Display Certification
- GOOGLE: Campaign Manager
- GOOGLE: Ads Search Certification
- GOOGLE: Creative Certification
- GOOGLE: Data Studio Certification
- GOOGLE: Advanced Analytics
- LINKEDIN: Data Analyst
- LINKEDIN: Data Scientist
- LINKEDIN: Data Analytics Specialist
- LINKEDIN: Microsoft Power BI Specialist
- LINKEDIN: Digital Marketing Specialist
- UDEMY: Google Data Studio 2021
- UDEMY: Data Studio for Data Visualization and Dashboards
- UDEMY: B2B Digital Marketing
- UDEMY: B2B Copy Writing, Content Writing
- UDEMY: Microsoft Excel - From Beginner To Advanced
- MICROSOFT: Microsoft Certified Professional Developer
- MICROSOFT: Microsoft Certified Solutions Developer
- MICROSOFT : Microsoft Certified Technology Specialist
- MICROSOFT: Microsoft Digital Literacy
- HCL INFOSYSTEMS: HCL Certified Application Developer
- HUBSPOT: Social Media Certification
- SEMRUSH: Advanced Competitive Research (Digital Marketing)

EXPERTISE



HOBBIES



LANGUAGES

ENGLISH URDU KASHMIRI HINDI