

AYESHA IDRIS MALA

Data-driven analyst attentive to system needs and knowledgeable about best practices. Focused on continuous improvement and optimisation in face of changing demands on efficiency, functionality and performance. Iterates professionally and delivers on-specification systems.

Contact

Address
R-104 First Floor, Block 17,
Federal B Area
Karachi, Pakistan 75950

Phone
+92 335 215 2471

E-mail
ayesha.mala7@gmail.com

Nationality
Pakistani

LinkedIn
<https://www.linkedin.com/in/ayesha-idris-mala/>

Portfolio

<https://github.com/ayeshamala/data-analysis-portfolio>

Software

SQL	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Upper intermediate</div>
PowerBI	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Upper intermediate</div>
MS Excel	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Upper intermediate</div>

Education

2013-01 - 2017-10	Bachelors of Engineering (B.E.): Telecommunications NED University of Engineering and Technology - Karachi, Sindh
-------------------	---

Certifications

2024-08	Google Data Analytics Professional Certification, Coursera
---------	--

Work History

2024-03 - Current	Senior Executive Editor Intersys Limited, Karachi, PK <ul style="list-style-type: none">Considered implications of translation and internationalisation of content for intentional word choice.Provided writing team with tools to improve efficiency and accuracy, including constructive feedback and templates.Used software to mark-up content for swift communication with writing team.
2023-12 - 2024-03	Content Editor Folio3, Karachi, PK <ul style="list-style-type: none">Supported accuracy and prohibited spread of misinformation, thoroughly fact-checking all content before publication.Reviewed diverse content for readability, clarity and conformance to established style guidelines.Generated reports detailing content performance metrics and presented actionable solutions for

Python Intermediate

Skills

Analytics Upper
Software intermediate
Usage

Data Advanced
Visualisation

Clear Advanced
Communication

Data Cleaning Advanced

Data Analytics Advanced

Project Upper
Documentation intermediate

Languages

English Fluent

Urdu Native

2022-12 -
2023-11

Senior Executive Editor

Intersys Limited, Karachi, PK

- Fact-checked content to prevent publication of false information.
- Briefed writers on scope of writing projects, giving appropriate contextual information to boost quality of work.
- Leveraged digital proofreading tools to flag and fix grammatical errors.

2021-10 -
2022-12

Senior Content Marketing Executive

Logicose, Karachi, PK

- Strictly adhered to different style guides to produce consistent and compliant copy.
- Produced high-quality and consistent work with minimal mistakes to reduce editing time.
- Explored different writing styles to attract and engage new audiences.

2020-03 -
2021-09

Senior Editor & Team Coordinator

Klarecon, Tel Aviv, Israel

- Monitored team dynamics and addressed conflicts to maintain positive, efficient work environment.
- Served as main point of contact for team members, addressing queries and concerns.
- Helped writing team to refine content and embody brand voice.

2017-10 -
2020-03

Freelance Content Creator

Self-Employed, Karachi, PK

- Monitored industry trends and competitor content to adapt and innovate content strategies accordingly.
- Audited content for accuracy, relevance and alignment with brand messaging.

References

References available upon request.