

AYESHA IDRIS MALA

Data Analyst

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WORK EXPERIENCE

Intersys Limited – Senior Executive Editor

Mar 2024 – Present | Karachi, PK

- Analyzed and ensured consistency for 150+ eBooks
- Boosted workflow efficiency by 20% through process improvements.
- Achieved 99% accuracy through detailed quality control.

Folio3 – Content Editor

Dec 2023 – Mar 2024 | Karachi, PK

- Ensured content alignment with brand guidelines.
- Edited and refined content for SEO best practices.
- Collaborated with marketing teams to create cohesive content.

Intersys Limited – Senior Executive Editor

Dec 2022 – Nov 2023 | Karachi, PK

- Edited 150+ eBooks for grammar, formatting, and accuracy.
- Conducted comprehensive reviews to improve content clarity.
- Collaborated with cross-functional teams, improving workflow efficiency and project delivery.

Logicose – Senior Content Marketing Executive

Oct 2021 – Dec 2022 | Karachi, PK

- Created 50+ SEO-optimized content pieces, boosting traffic by 20%.
- Wrote copy that increased web conversions by 15%.
- Edited and formatted eBooks and web content.

Klarecon – Senior Editor & Team Coordinator (Remote)

Mar 2020 – Sep 2021 | Tel Aviv, Israel

- Managed content documentation for 30+ projects, ensuring smooth team communication and clarity.
- Supervised a team of 20+ writers and editors.
- Delivered high-quality content on time for 85% of projects.

Self-Employed – Freelance Content Creator

Oct 2017 – Mar 2020 | Karachi, PK

- Collaborated with 20+ clients, aligning content with their goals.
- Produced 100+ high-quality content pieces, driving 15% increased engagement across platforms.
- Championed a project optimization framework that streamlined workflows and improved reporting processes

SKILLS

- SQL
- Excel/Google Sheets
- PowerBI
- Data Analysis
- Data Visualization Tools
- Data Collection & Cleaning
- Data Interpretation
- Documentation & Reporting
- Analytical Skills
- Interpersonal Communication
- Presentation Skills

EDUCATION

Bachelors of Engineering (B.E.)

Telecommunications

NED University of Engineering and Technology
2014 - 2017

CERTIFICATIONS

Google Data Analytics Professional Certification

Coursera – Aug 2024

Advance as a Digital Marketing Specialist

LinkedIn – May 2023

OTHER INFORMATION

References Upon Request.