Azeem Khan

Data Scientist/Analytic Consultant

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SUMMARY

A results-driven professional with a Master's in Data Science and a strong foundation in business administration, IT, and digital marketing. I specialize in transforming data into actionable insights that support smarter business strategies, digital growth, and customer engagement. My experience spans corporate roles and freelance projects where I've applied data analysis, SEO, content creation, and campaign optimization using tools like Python, SQL, Google Ads, and Adobe Creative Suite. Combining analytical thinking with creative execution, I'm equipped to thrive in roles such as Marketing Data Analyst, Business Intelligence Analyst, or Digital Strategy Specialist where data, tech, and business intersect to drive meaningful outcomes.

PROJECTS

Backend Systems & Data Analytics (Student Project), Mansha Brothers Link

2025
Karachi, Pakistan

- Designed and optimized backend systems with REST APIs and database management to support product and service workflows.
- Applied data analytics to track sales performance, customer interactions, and operational efficiency for actionable insights.
- **Key Skills:** Python (Django/Flask), Node.js, REST APIs, MySQL, PostgreSQL, MongoDB, Pandas, NumPy, Data Visualization (Matplotlib/Power BI), Git/GitHub, Docker, AWS/Heroku

E-commerce Platform (Backend & Data Analytics Project), Dar-e-Tehzeeb Link

2024
Online (Private Client)

- Built and maintained the backend of daretehzeeb.com, an e-commerce platform for a clothing brand.
- Designed and managed databases for products, orders, and customer information.
- Integrated secure payment systems to handle online transactions.
- Implemented APIs for smooth product browsing, order management, and user authentication.
- Applied data analytics to monitor sales, customer behavior, and inventory trends for business insights.
- **Key Skills:** Backend development, API design, database management (MySQL/MongoDB), payment integration, data analytics, Python.

Analysis of Business Environments and Leadership Styles, Chestnut Education group

2023
London, United Kingdom

- Conducted as part of my Bachelor studies in Business Administration.
- Analyzed macro and micro environments using PESTEL, SWOT, and Porter's Five Forces.
- Researched leadership styles and their effects on organizational culture and performance.
- Applied case studies (e.g., McDonald's) to connect theory with real-world business strategy.
- Developed recommendations for businesses to adapt to changing environments and improve leadership effectiveness.

WORK EXPERIENCES

Data and IT Support Specialist

Mansha Brothers

Jan '24 — Aug '25
Karachi, Pakistan

- Develop and implement IT support strategies to optimize system performance and data workflows.
- Conduct system diagnostics, analyze user feedback, and improve IT services and data processes.
- Manage IT support channels and create clear, user-friendly documentation.
- Assist with daily troubleshooting, administrative tasks, and data management.
- Support digital marketing campaigns by analyzing data, managing content, and optimizing workflows.
- Coordinate software installations, updates, and system rollouts for seamless integration across IT, data, and marketing operations.

Data Management & Marketing Assistant

PhoenixiTek

Aug '22 — Aug '23
United States (Remote)

- Support digital marketing initiatives and manage key data operations remotely.
- Handle accurate data entry and maintain digital information.
- Analyze data to support decision-making and optimize operations.
- Assist with web design and development tasks.
- Support online marketing campaigns to enhance brand presence.
- Apply technical skills with a detail-oriented approach to ensure smooth digital operations.
- Contribute to business growth by improving online presence and operational efficiency.

Junior Students Affairs Coodinator

Denning Law School

Jul '21 — Dec '22
Karachi, Pakistan

- Managed administrative tasks to ensure smooth and efficient operations.
- Strategically handled social media platforms to improve communication and engagement.

- Collaborated with senior management to develop long-term commercial plans.
- Engaged with the local community to promote institutional involvement.
- Coordinated activities to enhance student experience and satisfaction.
- Organized academic and extracurricular events to boost student engagement.
- Developed strong organizational, communication, and leadership skills through these experiences.

Self-Employed
Freelance Services

May '19 — Dec '21
United States (Remote)

- Delivered creative services in graphic design, video editing, digital art (including NFTs), UX/UI, and magazine layout.
- Managed content across YouTube, TikTok, Instagram, Facebook, and Twitter (X).
- Provided marketing, media SEO, storytelling, and branding support.
- Handled bookkeeping, taxation, and basic accounting tasks for clients.

EDUCATION

MSc in Data Science, University of East London

Apr '25 — Present
London, United Kingdom

- Pursuing MSc in Data Science at University of East London, focusing on data analytics, machine learning, and statistical modeling.
- Gaining practical skills in Python, R, data visualization, and big data technologies through hands-on projects.
- Building experience in analyzing real-world datasets and solving business and technology problems.
- Participating in societies and activities including Data Science & AI Society, Hackathons, and Public Speaking Club.
- Completed modules: Induction, Mental Wealth, Quantitative Data Analysis, Spatial Data Analysis, Predictive Analytics & Machine Learning, and Dissertation.

BSc in Business Administration, Qualifi Ltd & LIBS (GPA: 83/100)

Aug '21 — Jul '23
London, United Kingdom

- Completed Level 6 in Business Administration (UK, Ofqual-recognized) with Distinction.
- Gained skills in Strategic Marketing Management, Business Law, Research Writing, and Organizational Leadership.
- Participated in case studies, group projects, business simulations, and marketing competitions.
- Engaged in extracurricular activities including Entrepreneurship Club, Digital Marketing Society, and leadership workshops.
- Developed problem-solving, communication, and leadership skills through collaborative academic and practical tasks.
- Built a strong foundation for professional roles in management, digital marketing, and administration, and for progression to higher education.

Level 3 IFD for Higher Education Studies in Business and Technology, NCC Education LTD (GPA: 71/100)

Apr '20 — Nov '21
Manchester, United Kingdom

- Completed Level 3 International Foundation Diploma in Business and Technology with Distinction.
- Gained foundational skills in business strategy, analysis, reporting, public speaking, and creative communication.
- Participated in workshops, group projects, and case study competitions to develop teamwork and problem-solving skills.

Diploma in Web Designing & Development, iACT - Habib University (GPA: 68/100)

Dec '16 — Jun '17
Karachi, Pakistan

- Completed a Diploma in Web Designing & Development at iACT - Habib University.
- Worked on webpage design projects, troubleshooting technical issues, and applying practical development skills.
- Strengthened technical, career development, and English communication skills through coursework and projects.

HONOURS & AWARDS

1st Place in the Ad-Wars Competition
Denning International Foundation

Oct '21

Won 1st Place in the Ad-Wars Competition at Denning International Foundation for creating a compelling solo marketing campaign. Showcased creativity, strategic thinking, and strong presentation skills.

CERTIFICATIONS

Technology Software Development, Citi ICG

Sydney, Australia
Sep — Sep '25

Completed a job simulation improving Citi's loan management and stock risk reporting, creating a UML state diagram, researching ML systems for credit risk, and building a Java tool to visualize stock market risk in real time.

Data Analytics, Deloitte Australia

Sydney, Australia
Aug — Sep '25

Completed a Deloitte job simulation in data analysis and forensic technology, creating a Tableau dashboard and using Excel to classify data and derive business insights.

Accounting Software Professional with ERP Implementation, NED University

Karachi, Pakistan
Sep '24 — Feb '25

Trained in accounting concepts and financial management using software like Peachtree, Tally ERP, QuickBooks, and advanced Excel, covering ledgers, vouchers, cash and bank reconciliation, trial balance, income statement, balance sheet, and cash flow.

Blockchain and P2P Fundamentals, European Business Institute of Luxembourg

Wiltz, Luxembourg
May — Jun '24

Gained hands-on experience in blockchain and decentralized digital currencies, analyzing processes, tools, and P2P networks, exploring their disruptive potential with technologies like AI and IoT, participating in digital currency transactions, and developing practical business models for integration or new ventures.

Foundations of Digital Marketing & E-Commerce, Google

Remote, United States
Jul — Jul '24

Learned digital marketing and e-commerce fundamentals, including customer engagement, analytics, and online store management, gaining skills in SEO, social media marketing, CRM, media planning, A/B testing, performance measurement, and data-driven marketing strategies.

Artificial Intelligence and Ethical Hacking, PFTP

Lahore, Pakistan
Jun — Sep '23

Learned ethical hacking and penetration testing using Metasploit and Kali Linux, gaining skills in vulnerability assessment, threat management, network monitoring, incident response, and responsible security reporting.

Video Editing & Graphic Designing, PFTP

Lahore, Pakistan
Oct — Dec '21

Learned video editing and storytelling using Adobe Premiere Pro and After Effects, mobile editing apps, audio design, green screen techniques, social media content creation, and freelancing tips for platforms like Fiverr and Upwork.

Certificate in Information Technology, Institute of Advancing Career and Talents (iACT)

Karachi, Pakistan
May — Oct '16

Studied computer fundamentals, office applications, networking, internet/email use, troubleshooting, programming basics, database management, web development, cybersecurity, and IT infrastructure.

SKILLS

Data Analysis & Visualization   Python (Pandas, NumPy, Matplotlib), SQL, Excel, Tableau, Power BI, Machine Learning, Scikit-learn, PyTorch, TensorFlow
Web Development   HTML, CSS, WordPress, Electrical Layouts, Responsive Design, Intuitive Eating, Interface Design, R, Java, Python
Software & Tools   MS Office 365, Filmora, Figma, Canva, Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
AI Tools Expertise   Nano Banana, Higgsfield, Veo3, ChatGPT, MidJourney, Stable Diffusion, Runway Gen-2, Adobe Firefly, Canva AI, Copy.ai, Jasper AI
Cloud & Collaboration   Google Cloud Platform (GCP), GitHub, AWS, Git, Github Copilot, Version Control, Workflows, Azure
Digital Marketing   Google Ads, Google Analytics, SEMrush, Meta Business Suite, Campaign Optimization, Campaign Budget Optimization
Content Creation & Social Media Management   YouTube, Instagram, TikTok, Facebook, Twitter, Focus on Engagement, Branding, Storytelling
Additional Expertise   NFTs, Marketing Strategy, B2B Marketing Strategy, Campaign Strategy Development, Cryptocurrency, Blockchain Network, Blockchain Database
Languages   English, Urdu, Hindi, Arabic, German