

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

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 Jan '24 — Aug '25
Mansha Brothers 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 Aug '22 — Aug '23
PhoenixiTek 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 Coordinator Jul '21 — Dec '22
Denning Law School 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 May '19 — Dec '21
Freelance Services 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.

VOLUNTEERING

ITCN Asia Expo 2023, Expo Center Karachi (Mansha Brothers) Karachi
ILEAD Multi Sports Coaching Week 2017, Institute of Advancing Career and Talents (iACT) Karachi
Inspyre Learning Expo 2017, Habib University - (iACT) Karachi

EDUCATION

MSc in Data Science , University of East London	Apr '25 — Present London, United Kingdom
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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.	

SKILLS

Software & Tools	MS Office 365, Filmora, Figma, Canva, Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Web Development	HTML, CSS, WordPress, Electrical Layouts, Responsive Design, Intuitive Eating, Interface Design
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
Data Analysis & Visualization	Python (Pandas, NumPy, Matplotlib), SQL, Excel, Tableau, Power BI, Machine Learning, Scikit-learn
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
Additional Expertise	NFTs, Marketing Strategy, B2B Marketing Strategy, Campaign Strategy Development, Cryptocurrency, Blockchain Network, Blockchain Database
Languages	English, Urdu, Hindi, Arabic, German

CERTIFICATIONS

Accounting Software Professional with ERP Implementation , NED University	Feb '25
Blockchain and P2P Fundamentals , European Business Institute of Luxembourg	Jun '24
Foundations of Digital Marketing & E-Commerce , Google	Jul '24
Artificial Intelligence and Ethical Hacking , PFTP	Sep '23
Creator Creator , Instagram	Dec '22
Video Editing & Graphic Designing , PFTP	Dec '21
Certificate in Information Technology , Institute of Advancing Career and Talents (iACT)	Jun '17