

ZEERAK ATA

Digital Marketing | Data Analyst | Business Intelligence

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github.com/dataanalyst94

SUMMARY

Skilled in managing and optimizing digital marketing campaigns using HubSpot, Hootsuite, and Google Analytics. Experienced in tracking performance, A/B testing, and ensuring campaign success. Proficient in Power BI, Tableau, and SQL to analyze key metrics, create dashboards, and drive data-driven decisions for continuous improvement and business growth.

SKILLS

Web3 Tokenomics, Web3 Marketing, SQL, PowerBI, Tableau, R, SPSS, Visualization, Data Integrity, A/B Testing, Google Analytics, Mathematics, Statistics, Business Development, Python, Marketing Strategy Development, Experiential Marketing, Marketing Analytics, Operations Management, Token/NFT MM Marketing, Risk Analysis, Strategic Planning, Competitive Analysis

EXPERIENCE

Cluster Fintech Limited (Hong Kong)

Jun 2022 - present

Data Marketing and Operations Manager

- Managed B2B LinkedIn ads via Campaign Manager, Google Analytics & HubSpot, driving lead generation, retargeting, & ROI.
- Executed a go-to-market strategy for a Web3 B2B platform, surpassing adoption targets by 40% through data-driven positioning.
- Identified high-value clients using SQL & blockchain analytics, increasing B2B client acquisition by 25% with targeted outreach.
- Optimized B2B onboarding via Power BI & blockchain analytics, raising retention by 20% and enhancing client experience.
- Authored technical & business whitepapers for a Web3 platform, strengthening brand authority & stakeholder alignment.
- Automated A/B testing using Google Optimize & AI tools, improving ad performance and lowering acquisition costs.
- Built Power BI dashboards integrating SQL, marketing, & web analytics, providing unified business performance insights.
- Optimized campaign targeting via LinkedIn Insights & Twitter Analytics, increasing engagement and improving lead quality.
- Created educational content on transaction trends, driving a 30% increase in first-time transactions and better onboarding.
- Designed AI-driven marketing materials using Stable Diffusion, boosting engagement and enhancing B2B pitch decks.

www.centralin.io

Bloomstar School System (Pakistan)

Jan 2021 - Jun 2022

Marketing Executive

- Automated workflows with HubSpot & Zapier, improving response time.
- Boosted inquiries by 13% using Hootsuite & Google Analytics for campaign optimization.
- Enhanced customer support with HubSpot live chat, raising satisfaction.
- Reallocated budgets via Power BI & Google Analytics, increasing brand visibility.

www.facebook.com/Bloomstarschoolsystem

Cafe Serenity (Faisalabad, Pakistan)

Dec 2017 - Dec 2020

Marketing and Operations Manager

- Drove revenue growth via HubSpot & Google Analytics for targeted Meta & Google Ads campaigns.
- Boosted customer retention with personalized loyalty programs using HubSpot.
- Streamlined operations with Trello & Airtable for scheduling and task prioritization.
- Reduced food waste and boosted sales of high-margin items using Power BI sales insights.
- Enhanced social engagement using Hootsuite and Google Analytics for performance tracking.
- Improved email response rates with Mailchimp workflows and targeted segmentation.
- Increased foot traffic & optimized inventory using Power BI, Google Analytics & Excel for pricing insights & predictive restocking.
- Enhanced customer support via HubSpot ticketing for fast, data-driven resolutions.
- Drove off-peak sales with seasonal promotions via Mailchimp's marketing automation.
- Refined marketing strategy with real-time KPI tracking using Google Data Studio & Power BI.

EDUCATION

MSc Analytics & Digital Marketing (Minor in Data Science)

University of Eastern Finland

Sep 2024 - Current

• Ajokortti Driving License (B)

• Hygiene Passport

BBA: Marketing and Finance

Lahore School of Economics

Sep 2013 - Jul 2017

A-Levels (Upper Secondary)

Beaconhouse House System

Sep 2011 - Jul 2013

LICENSES

CERTIFICATIONS AND COURSES

- Coursera:** Microsoft Power BI Data Analyst Professional Certificate
- Coursera:** Google Digital Marketing & E-commerce Certificate
- Coursera:** Google Project Management Course
- Credly:** [Data Literacy Essentials by SAS](#)

LANGUAGES

- English (Native)
- Suomi (Beginner)