

Alisa Khaninya

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20/21 Arunroj Tower Sukhumvit Soi 20, Khlongtoey, Bangkok, Thailand, 10110

DATA ANALYST

Avid mathematician with great love for numbers. Looking to pursue a Data Analyst's career with background in Finance and Marketing therefore able to understand the context of numbers and information in play in various scenarios. Open to positions that will grow my data analysis skills, while applying my knowledge and experience from digital marketing to the field. With a strong passion for travel, I am open to both domestic and international positions, with the opportunity to work from abroad being an added benefit.

PROFESSIONAL EXPERIENCE

Asia Media Studio

Jan 2023 - Present

Digital Marketing Analyst

- Assisted in sales initiatives in creating marketing proposal for potential clients, including competitor analysis, target audience research, advertising strategy and content pillars
- Assisted in the generation of ideas and design briefs for graphic designers to implement
- Organized and analyzed data and marketing results with reporting using tools such as Google Data Studio, Whatagraph, Facebook Ads Manager reports and insights
- Researched keywords relevant to marketing efforts of clients.
- Tracked, analyzed, and reported data on digital marketing campaign performance.
- Implemented and connected Google Tags, Google Analytics and Google Ads on site pages with the appropriate conversion actions set up

Kuvera Capital

Feb 2021 - Apr 2021

Finance Intern

- Created DCF models from bank statements to present to potential investors
- Produced efficient presentations for sales pitch and internal groups
- Researched into funds of funds and presented deck flow
- Investigated into fund management and starting up a new fund
- Developed specific finance goals and strategies to achieve them.
- Remained informed and up to date on finance knowledge by attending conferences and reading related publications.

BNP Paribas

Jul 2018 - Aug 2018

Intern

- Interviewed the head of departments to gain insight on their daily tasks
- Communicated with the Human Resources to determine the skills they look for during the recruitment process and possible ways we could help
- Learnt to present myself in a professional manner when meeting the CEO, which helped build confidence for future meetings

Absolute Denim

Feb 2017 - Nov 2018

Accounts Assistant

- Executed billing tasks and recorded information in company databases.
 - Kept all patient information secure and confidential.
 - Processed purchase orders into company databases
 - Generated accounts payable reports for management review to aid in financial and business decision-making.
 - Improved filing system to maintain secure client data.
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EDUCATION

University of Manchester

Sep 2019 - Jun 2022

Bachelors of Science in Maths with Finance (Honours)

- Graduated with First Class Honours
- Studied statistical software coding and algorithmic thinking
- Strong understanding of cash flows and financial derivatives to eliminate risk
- Member of the Actuarial Society
- Member of the Math Society
- Student Blogger for the Mathematics Department

NIST International School of Thailand

Aug 2017 - July 2019

International Baccalaureate (IB) Bilingual Diploma

- Higher Level Subjects: Mathematics, Economics, Psychology
- Standard Level Subjects: Computer Science, English Literature, Thai Language and Literature
- Graduated with a 42 out of 45 points upon completion of the IB diploma
- Received Bilingual Diploma
- Member of the NIST Development Bank, FemiNIST Service Group, Footy for Friends Service Group

COURSES & CERTIFICATIONS

Google Data Analytics
Professional Certificate,
Coursera

Google Digital Marketing & E-
Commerce Professional
Certificate, Coursera

Google Search and Display Ads
Certification, Skillshop

The Wharton School, University
of Pennsylvania, Management
Account Course, Coursera

The Wharton School, University
of Pennsylvania, Marketing
Course, Coursera

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KEY COMPETENCIES

Problem Solving
Data Analysis
Critical Thinking

Financial Reporting
Marketing
Microsoft Office & Excel

Python
Java
SQL

LANGUAGES

English

Thai

HOBBIES & INTERESTS

Travel and Adventure

Skydiving

Finance and Trading

Fitness and Nutrition

Arts and Design

Puzzles and Quizzes
