

FAIZAN ALTAF

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EXPERIENCE

Airlift Technologies People Analytics Specialist

Lahore, PK
Jan'22 – June'22

Strategy:

- Worked with CEO and leadership team to establish the People Analytics Function by defining goals and OKRs for Q1 and Q2, 2022, and setting the long-term vision for the function.
- Revamped organization structure and authored playbooks that helped improve and maintain data integrity for HRIS, ATS, payroll, and performance management tools.
- Consolidated and analyzed People Strategy data to establish KPIs and goals for the broader People Strategy function including L&D, Recruitment, Performance Management, and People Ops.

Dashboarding:

- Built dashboards that showed WoW movement and health of the recruitment funnel which enabled recruiters and hiring managers to effectively manage a pipeline of 8,000+ candidates per week, across 150+ open roles.
- Built and maintained a variety of People Analytics dashboards such as employee journey analysis, L&D adoption, and engagement and grievance dashboards, to create visibility and identify opportunity areas.

Analytics

- Analyzed and reported monthly recruitment data and executed action plans that enabled Airlift to improve KPI performance MoM.
- Conducted Airlift's first Employee NPS survey, analyzed results across 800+ employees and executed action plans that increased employee engagement by 14% in Q2, 2022.
- Analyzed HRIS data to conduct attrition and headcount analysis which helped identify opportunity areas and increased Employee NPS by 14%.
- Analyzed performance management data to identify top performers vs laggards and ran bell curve analysis to inform calibration efforts across the company.
- Laid the foundation for statistical analysis to predict attrition, hiring needs, and employees' future performance.

OneLocal External Process/Talent Specialist

Toronto, ON
Jan'21 – Aug'21

OneLocal is a Y-Combinator backed tech startup that provides SaaS solutions (7 highly impactful digital marketing solutions) to SMBs across the world.

- Implemented data gathering frameworks and built dashboards using Excel to analyze freelancer performance and QA over 200,000 words per month which improved content quality and month over month increase in NPS.
- Integrated a ticketing platform and built workflows to replace manual content ordering/delivery processes that slashed turnaround times for deliverables from 2 weeks to 5 business days.
- Developed a scalable full-cycle freelancer hiring and vetting process that enabled the recruitment of 102 high-quality freelance writers (292% increase) in 4 months.
- Centralized all content touchpoints using Zapier automations that eliminated duplication and facilitated effective communication across multiple stakeholders.
- Supported account managers by understanding client goals and requirements and ensured that all client deliverables maximized value and aligned with the clients' vision.

Adastra Digital Junior Marketing & Business Development Specialist

Toronto, ON
Dec'19 – May'20

A sister company of Adastra Corporation, Adastra Digital is an award-winning mobile app and software development company based in Toronto, Canada.

- Enabled the CEO to identify Lead Generation as the key marketing objective for 2020 and spearheaded a marketing & communications strategy that doubled the number of monthly qualified leads.
- Implemented a Social Media marketing strategy that maximized engagement, increased awareness, and established thought leadership on Facebook, Instagram, LinkedIn, and Twitter.
- Designed a variety of sales and marketing collateral, including sales presentations and product overviews, to effectively communicate Adastra's services externally and to better educate clients.
- Performed extensive competitor analysis to better understand their pricing and marketing techniques enabling Adastra to establish marketing benchmarks and position a successful product for the start-up and SME markets.

OPPO Smartphone

Lahore, PK

Assistant Manager, Marketing & Advertising

Jan'18 – Sep'18

- Revamped the brand's USP to differentiate the flagship product from that of competitors, making OPPO F9 the largest selling OPPO product with a record 150,000 units sold in the first month.
- Oversaw Company's digital marketing efforts on websites and social media platforms as well as managed all OOH advertisements to establish the Company's presence nationwide and gain a 17% growth in market share.
- Measured and analyzed ROI on campaign efforts using data provided by agencies to optimize and increase the efficiency of future advertising and marketing strategies.
- Led agencies to monitor project management milestones and reported findings to senior management within a matrix environment.
- Championed a team of 150 Tech, Fashion, and Lifestyle bloggers to execute a digital marketing campaign resulting in a record 64% increase in followers on Instagram and increased website traffic by 30%.

EDUCATION

University of Waterloo, *Master of Management Sciences*

Waterloo, ON

- Specialization: Data Analytics
- Relevant Courses: Big Data Analytics, Operations Analytics, Statistical Data Analysis, Statistical Consulting

Sep'19

Lahore School of Economics, *Bachelor of Science (Honors): Economics and Finance*

Lahore, PK

- Relevant Courses: Marketing Management, Risk Analysis, Project Management
- **Honors:** Amongst the top 5 students of the batch (top 2%) 2013-2014

Jun'17

RELEVANT PROJECTS

Honneur Home

Markham, ON

E-Commerce & Digital Marketing

May'20 – Oct'20

- Managed 10+ advertising campaigns on Facebook and Instagram that achieved a 200% increase in overall page engagement, established social proof, and increased website traffic by 50%.
- Used Facebook Pixel data and Lookalike Audiences to target qualified audiences through Conversion campaigns resulting in a 200% increase in ROAS.
- Developed and implemented a Google PPC campaign that increased website traffic by 150%, improved CTR by 40%, and allowed for better keyword optimization.
- Analyzed Google Analytics data to identify winning audience demographics to optimize ad campaigns further.
- Launched Google PPA campaign based on optimized keywords and audiences to maximize conversions on the website resulting in a 3% conversion rate.

SKILLS

- **Proficiencies:** Salesforce, Jira Service Desk, Facebook Ads Manager, Google Ads, Google Analytics, Excel, PowerPoint, R, Python, Django, HTML, CSS, SQL (beginner).
- **Sales:** Demonstrated experience in Sales and Customer Engagement.
- **Public Speaking:** Hosted corporate events and participated in numerous public speaking competitions.
- **Music:** Won Best Musician, Best Guitarist, and Best Band Awards at multiple music competitions.