

# SYED HASHIM ALI GILANI

## Masters of Science in Business Analytics


### Education


**California State University, Sacramento**  
Master of Science in Business Analytics  
2025 - Present


**Lahore School of Economics**  
Bachelor of Business Administration with  
Major in Marketing


### Certifications

Google Data Analytics

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 [LinkedIn](#)

 [GitHub](#)

### Skills

- Python
- SQL
- R
- Excel
- Google Spreadsheets
- Tableau
- PowerBI
- Project Management
- Project Planning
- UX Design
- Sharepoint
- Data Entry
- Digital Marketing
- Analytics
- Salesforce
- Data Management

### Experience

**Graduate Intern - Communications Specialist** August 2025 - Present

- **Project Management:** Leading the planning, coordination, and execution of a division wide site build, ensuring timely delivery and alignment with departmental goals.
- **Data Visualization:** Built dashboards in Looker Studio to visualize site usage and performance, presenting insights to senior leadership and key stakeholders.
- **Data Analytics:** Assisting with SQL based data analysis and generating reports to track site usage and support data driven improvements.

**Student Assistant - Data Entry Specialist** June 2025 - August 2025

- **Data Collection & Entry:** Entered and maintained survey responses in Qualtrics, ensuring accuracy and completeness.
- **Data Management:** Exported and organized datasets into Google Spreadsheets and SQL for analysis and reporting.
- **Data Cleaning & Quality Checks:** Verified, standardized, and corrected data to improve reliability for faculty research projects.

**Student Assistant - Telephone Interviewer Monitor** Feb 2025 - June 2025

- **Monitoring Telephone Interviews:** Oversaw live and recorded interviews to ensure adherence to scripts, protocols, and professional standards.
- **Quality Assurance & Feedback:** Evaluated interviewer performance and provided constructive feedback to maintain high-quality data collection.
- **Protocol Compliance:** Ensured all interviewers followed ethical guidelines, confidentiality standards, and organizational procedures.

**Account Executive at Motive** June 2024-Jan 2025

- **Lead Generation:** Identify and prospect potential clients through various channels such as cold calling and industry research along with maintaining a pipeline of leads for a healthy flow of new business opportunities.
- **Client Engagement:** Initiate and manage client interactions in order to gain a clear understanding of their business needs and challenges.
- **Sales Strategy:** Execute effective sales strategies aimed at achieving revenue targets and driving business growth.
- **Data Analysis:** Analyze data in order to gain insights into current trends and make data-driven decisions.
- **Email Marketing:** Nurture leads and engage existing clients through effective email marketing campaigns.