Muhammad Fakhr E Alam

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Career Summary

Dynamic and results-driven professional with a proven track record in Quality Assurance, Customer Experience, and Sales. Worked for both off-shore and on-shore companies, my core competencies include:

- Developing, Administering and Managing Zendesk
- Developing, Administering and Managing ClickUp
- Developing, Administering and Managing PowerBI Dashboards and Visualizations
- Using data analysis expressions (DAX), Power Query and M (programming language used in power query)
- Using Advanced Python and R for Data analysis and Visualizations

Professional Experience

Hudson AU (Quality Assurance Analyst || Customer Experience Specialist)
03/2022 – present
Australia

Hudson is a leading recruitment agency in Australia with a solid expertise to realise career potential and recently won the Digital Transformation prize in Australia.

- Upskilled to Quality Assurance where I design weekly team reports and QA scorecards for the Hudson Sales, Support, CET, Client services and the back office team for all offices across Australia.
- Monitor and assess sales team performance, ensuring adherence to standards, improving customer interactions, and enhancing overall sales effectiveness.
- Created and Managing a highly performant QA data pipeline that is shared across the business including the C-suites due to the insights of critical business metrics.
- Conducting corrective measures by Collaboration and stakeholder engagement including Documentation and knowledge sharing across teams.
- Creating weekly reports for the invoicing/AP/AR team and ensuring that we have the correct POs on invoices to ensure timely payments.

For.co (Project Manager || Growth Marketing manager)
10/2023 – 02/2024
Helsinki, Finland

FOR partners up with brands starting from the initial brand strategy phase to the design, art direction, and final production.

- Got Upskilled to a project management role 2 months into the job where I was responsible for the Web Application Ops for the company, this included content creation, graphic designing and web development.
- Managed everything at onhale.com (a health and wellness store), the store is password protected (I can show via screenshare due to the company's privacy clauses)
- Utilized marketing analytics tools to track and report on the performance of various marketing initiatives and campaigns.
- Managed and lead a diverse team of 3 content writers, 3 UI/UX designers, 2 Graphic designers and 1 back-end Developer.
- Developed and execute a growth marketing strategy aligned with organizational goals and KPIs.
- Managed data analysis projects, including defining objectives, timelines, and resource allocation.

HaiHan WenHua (Web Application Developer)
08/2018 – 01/2020
Shenyang, China

HaiHan WenHua is a local Chinese company based in Shenyang that works as a micro agency with several trading projects and a software house.

- Back-end development using Python Django framework and Front-end development using html/css/js.
- Used Alibaba Cloud to deploy and maintain apps and collaborated cross-functionally to drive actionable and measurable results.
- Developed, documented, maintained production code and Web application maintenance and enhancements

Languages

Chinese ● ● ● ● ○
HSK level 4

English ● ● ● ● ●
IELTS - 7.5 bands

Education

Bachelors in Computer Science   08/2017 – 06/2021
Liaoning University   Shenyang, China

- Created a A BLOCKCHAIN BASED SOLUTION TO THE KYC COMPLIANCE.

Did an extensive research as my final year project in changing the way KYC (Know-your-customer) compliance is currently performed. The thesis has its main focuses on how and why banks would require to change their ways of doing KYC, moreover, the research also has its main focus on the step by step process of developing a web based KYC application that can be used by customers and banks to ease the process of opening a bank account.

Certificates

Process Data from Dirty to Clean 🔗
Coursera

Ask Questions to Make Data Driven Decisions 🔗
Coursera

Start the UX Design Process: Empathize, Define, and Ideate 🔗
Coursera

Prepare Data for Exploration 🔗
Coursera

Conduct UX Research and Test Early Concepts 🔗
Coursera

Create High-Fidelity Designs and Prototypes in Figma 🔗
Coursera

Analyze Data to Answer Questions 🔗
Coursera

Build Wireframes and Low Fidelity Prototypes 🔗
Coursera

Specializations

DevOps, Cloud, and Agile Foundations 🔗
- In this Specialization, I developed foundational knowledge in DevOps, including the culture, technology, and skills needed to succeed as a DevOps practitioner.
- This Specialization also familiarized me with tools and technologies used by DevOps practitioners.
- I am able to: Define Cloud Computing and explain its essential characteristics, models, benefits, infrastructure, & emerging trends, and create a cloud account; Describe the DevOps culture, its benefits, and its associated skills, technology, tools, processes, methodologies, and metrics; Explain the Agile philosophy, how to work as an Agile team, and Scrum methodology, including the roles, meetings, rules, and artifacts; and how to write user stories and execute Sprint Plans.

Zendesk Explore / Analytics 🔗
- Using analytics to understand and act on reporting data.
- Creating dashboards, reports and datasets.
- Collaborating in cross-functional teams and sharing insights to stakeholders along with actors in a certain scenario where UAT is required to be executed.

ECBA (Entry Certificate in Business Analysis) IIBA
- Completed ECBA certification, showcasing commitment to mastering foundational business analysis skills.
- Proficient in requirements analysis, documenting, and validating business requirements.
- Skilled in business process improvement and operational efficiency optimization.
- Experienced in stakeholder engagement and effective communication.
- Strong problem-solving abilities and data analysis skills.
- Excellent documentation and presentation capabilities.
- Critical thinking mindset for evaluating information and making informed decisions.
- Deep understanding of business acumen and industry trends.
- Achieved tangible results through ECBA principles, driving process improvements and innovative solutions.
- Dedication to professional development evident in achieving ECBA certification.