

Muhammad Fakhre Alam

✉ iamfakhrealam@gmail.com ☎ +923341899516 📍 Shenyang, China | Karachi, Pakistan
in <https://www.linkedin.com/in/muhammadfalam101/> 📖 fromtheaxiom.blogspot.com
🔗 <https://github.com/fakhrealamm/> 🎨 <https://www.figma.com/@muhammadtheman>

PROFESSIONAL EXPERIENCE

Growth Marketing manager

For.co

10/2023 – present
Helsinki, Finland

Social Media Management: Manage social media channels to build brand awareness, engage with the audience, and drive traffic to the website or app.

Paid Advertising: Plan and manage paid advertising campaigns, including PPC (Pay-Per-Click) advertising, social media ads, and display advertising.

Budget Management: Develop and manage the marketing budget to ensure efficient allocation of resources and a positive return on investment.

Marketing Analytics: Utilize marketing analytics tools to track and report on the performance of various marketing initiatives and campaigns.

Partnerships and Alliances: Identify and establish partnerships or alliances that can help drive growth through co-marketing efforts or other collaborative strategies.

Team Management: If applicable, manage and lead a team of marketers, ensuring they are aligned with the growth marketing strategy and goals.

Strategy Development: Develop and execute a growth marketing strategy aligned with organizational goals and KPIs.

Customer Acquisition: Identify and target new customer segments using various marketing channels.

Conversion Rate Optimization (CRO): Analyze and optimize the conversion funnel to improve the conversion rate.

Retention and Engagement: Implement strategies to retain and engage existing customers through email marketing, in-app notifications, and more.

Data Analysis: Use data and analytics to make informed decisions, track marketing performance, and adjust strategies accordingly.

Project Management: Manage data analysis projects, including defining objectives, timelines, and resource allocation.

Communication Skills: Clearly and effectively communicate complex data findings and insights to both technical and non-technical audiences.

Quality Assurance and Customer Experience Specialist

Hudson AU

03/2022 – present
Remote

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.

Translating project requirements sub-tasks to design solutions and envision deliverables.

Monitor and assess sales team performance, ensuring adherence to standards, improving customer interactions, and enhancing overall sales effectiveness.

Took part in creation of a highly performant QA data pipeline that is shared across the business which included creating insights of critical business metrics.

Conducting corrective measures by Collaboration and stakeholder engagement including Documentation and knowledge sharing across teams.

Working with Power BI to share data and gain insights and reports generated by other teams.

Data Collection: Gather and collect data from various sources, such as databases, spreadsheets, web services, or APIs.

Data Cleaning and Preprocessing

Data Analysis

Data Visualization

Data Modeling
Data Interpretation
Data Reporting
Project Management

Senior Sales Representative

Ibex | Squaretrade by AllState

Sales target > 30% and retention target > 12%

Communication skills and building rapport with existing clients.

Making sure customers file a claim when needed.

Addressing policy related concerns to clients and customers.

Closing sales

08/2020 – 03/2021

Karachi, Pakistan

Customer Experience Specialist

Ibex | Walmart

Walmart.com grocery and general merchandise orders support

constantly learning about new updates

Handling store complaints and tech issues.

Documenting tickets and incidents to the Development team on UI issues.

Handling item issues from 3rd party vendors and marketplace sellers.

Troubleshooting on-site issues.

08/2021 – 03/2022

Remote

Web Application Developer

HaiHan WenHua

Haihan Wenhua (Sea vast Culture) works as a micro agency with several trading

projects and a software house as a subsidiary.

UI/UX design and prototypes delivered using Figma.

Back-end development using Python Django framework.

Working with relational databases linked to the backend.

collaborated cross-functionally to drive actionable and measurable results.

Developed, documented and maintained production code

Web application maintenance and enhancements

08/2018 – 01/2020

Shenyang, China

LANGUAGES

Chinese

HSK level 4



English

IELTS - 7.5 bands



EDUCATION

Bachelors in Computer Science

Liaoning University

Cleared Chinese language HSK level 4

Content creator for Liaoning University's website

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.

08/2017 – 06/2021

Shenyang, China

CERTIFICATES

Process Data from Dirty to Clean



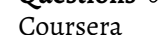
Coursera

Prepare Data for Exploration



Coursera

Analyze Data to Answer Questions

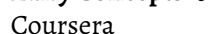


Coursera

Ask Questions to Make Data Driven Decisions

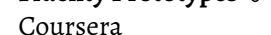
Coursera

Conduct UX Research and Test Early Concepts



Coursera

Build Wireframes and Low Fidelity Prototypes



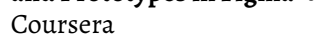
Coursera

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



Coursera

Create High-Fidelity Designs and Prototypes in Figma



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.

SKILLS

SQL

SQL Querying and Programming.

Data Modeling and Database Design.

Data Visualization and Reporting.

Business Intelligence Tools (e.g. Power BI)

Excel/Google Sheets

Creating dynamic reports with PivotTables.

Building formulas.

Cell formatting.

Managing large datasets with functions: IF, SUM, INDEX, MATCH, VLOOKUP.

Task automation.

Manipulate date, time, text, and arrays.

Building charts and graphs.

Python

Analyze data using Python libraries such as NumPy, Pandas, and SciPy.

Data Cleaning and Preprocessing.

Data Analysis and Visualization.

Data Mining and Extraction.

Data Wrangling and Transformation.

SQL and Database Management.

Data Warehousing and ETL.

Sales

Effective Communication: Clearly convey product value and benefits to customers.

Relationship Building: Cultivate trust and rapport with clients for long-term partnerships.

Skilled Negotiation: Reach mutually beneficial agreements while satisfying customer needs.

Product Expertise: In-depth knowledge to address client inquiries and provide tailored solutions.

Time Management: Efficiently organize tasks to meet targets and deadlines.

CRM and Portal management

CRM Utilization: Proficiency in managing customer data and interactions within CRM systems.

Data Entry Accuracy: Ensuring precise and up-to-date information in CRM databases.

Portal Navigation: Ability to navigate and utilize online portals effectively.

Content Management: Updating and maintaining portal content for optimal user experience.

User Support: Assisting colleagues or clients with portal-related inquiries and issues.

CRM Administration: Managing and configuring CRM systems for optimal functionality.

Data Management: Ensuring data accuracy, cleaning, and organization within the CRM.

User Access Control: Regulating user permissions and security settings in CRM.

Portal Administration: Overseeing the operation and content of online portals.

Troubleshooting: Diagnosing and resolving issues related to CRM and portals.