

Nabilah Zieha Binti Sikh Mohamad

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Portfolio: <https://itsnabbyyy.github.io/portfolio/>

Analytical and data-driven professional with a Bachelor of Science degree, currently sharpening my data analytics skills with a focus on marketing. Skilled in Excel and SQL with experience analyzing marketing campaigns, customer and engagement data. Building expertise in Power BI, Tableau and Python to track KPIs and optimize strategies. Passionate about transforming data into actionable insights to improve marketing decisions and boost ROI. Seeking a **3-month internship opportunity from 07/10/2024 to 31/12/2024** as part of the Khazanah Youth Development Programme 2024 and open to relocation.

Professional Experience

BORNEO MARINE RESEARCH INSTITUTE

Kota Kinabalu, Sabah

Research Assistant

Feb 2019 – Nov 2020

- Conducted experiments within an academic research setting, focusing on data collection, analysis and interpretation to support aquaculture research projects
- Supervised undergraduate students working on research projects, providing guidance on data collection, analysis and experimental procedures to ensure project accuracy and quality
- Performed administrative tasks, including organizing research data and managing project timelines, ensuring smooth coordination of research activities

AQUACULTURE RESEARCH INSTITUTE

Shirahama, Japan

Intern

July 2018 – Sept 2018

- Performed daily routine tasks including feeding, water quality monitoring, tank cleaning and general maintenance such as net changing and repairs to ensure optimal conditions for both operation and research
- Assisted in experimental work on juvenile chub mackerel rearing and asari clam culture, applying fish disease protocols and conducting parasite treatments to support ongoing research efforts

- Conducted data analysis, generated detailed reports and contributed to Netflix's *Tuna Girl* production by sourcing and collecting polychaetes to be used as set props

Education

GENERAL ASSEMBLY | EXCELERATE ASIA

Kota Kinabalu, Sabah

Data Analytics Bootcamp

Sept 2024

- Khazanah Youth Development Program 2024

UNIVERSITY MALAYSIA SABAH

Kota Kinabalu, Sabah

Bachelor of Science with Honours (Major: Aquaculture, Minor: Business)

Nov 2018

- Dean's List Award

Skills

Programming: SQL (Intermediate) • Python (Beginner) • R (Beginner) • HTML (Intermediate) • CSS (Beginner)

Languages: Malay (Native) • English (Fluent) • Mandarin (Conversational) • Japanese (Beginner)

Tools: Microsoft Office (Word, Excel, PowerPoint) • Canva • VS Code • Jupyter Notebook

Data Manipulation & Visualization: Pandas • NumPy • Matplotlib • ggplot2 • Power BI • Tableau

Databases: MySQL • PostgreSQL • MSSQL • BigQuery • SQLite

Soft Skills: Problem-Solving • Collaboration • Time Management • Adaptability • Presentation Skills

Project Experience

[Marketing Analysis for ShopEasy](#)

- Conducted comprehensive data analysis for ShopEasy, identifying factors contributing to reduced customer engagement and low conversion rates using SQL for data extraction and cleaning
- Performed sentiment analysis using Python to understand customer feedback and developed actionable insights to improve marketing strategies and enhance customer satisfaction, aiming to raise ratings from 3.7 to 4.0
- Built an interactive Power BI dashboard to visualize key KPIs, including conversion rate and customer engagement, leading to data-driven recommendations that optimized marketing performance

Certification

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- [Google Data Analytic Professional Certificate](#)
 - [Google Business Intelligence Professional Certificate](#)
 - Google Advanced Data Analytic Professional Certificate [On-going]