

JIMMY BACHIR

SENIOR DATA ANALYST

PERSONAL PROFILE

Results-driven senior data analyst with a proven track record in statistical analysis, data strategy development, and leading cross-functional teams. Adept at transforming complex datasets into actionable insights that drive business growth, optimize operational performance, and increase ROI. Skilled in Python, SQL, and Tableau, with extensive experience in developing automated workflows and advanced attribution models that have contributed to a 15% increase in campaign ROI and a 20% improvement in client spend. Eager to leverage data-driven insights to enhance decision-making processes in a fast-paced, collaborative environment.

DEVELOPMENT & DATA TOOLS

- **Programming Languages & Libraries**
 - Python(Pandas, NumPy, Matplotlib, Scikit-Learn)
 - Advanced SQL
 - HTML, CSS
- **Databases**
 - MySQL
 - PostgreSQL
 - MS SQL Server
 - AWS
- **Data Visualization & Analysis Tools**
 - Tableau, Looker, PowerBI, IBM Cognos, QuickSight
 - Advanced Excel/Sheets (VBA,Pivots)
- **Development Environments**
 - Visual Studio Code
 - PyCharm
 - Jupyter Notebook
- **Big Data Tools**
 - Google Big Query
 - Hadoop
- **Version Control**
 - Git
- **Master Data Management**
 - Informatica MDM
 - SAP Master Data Governance
 - Oracle MDM

WORK EXPERIENCE

SENIOR MARKETING ANALYST ENGINEER , MARCUS THOMAS LLC Marketing Solutions | 11/2024 - Present

- Implemented an ETL solution integrating Funnel.io, Google BigQuery, and Power BI, streamlining data workflows and establishing it as a best practice, improving reporting efficiency by 30%.
- Led data analysis and insights for a major client's Q3 and Annual Reports, delivering actionable insights that influenced strategic marketing decisions.
- Optimized data integration in Google BigQuery, unifying and cleaning datasets to enhance Power BI reporting speed and accuracy, reducing data prep time by 40%.

DATA ANALYST, KIOSK CREATIVE

Full Service Marketing Agency | 1/2022 - 9/2024

- Led data strategy initiatives, improving campaign conversion rates by 15% and reducing cost per conversion by 10% through refined data processes.
- Delivered data-driven presentations to high-profile clients, resulting in a 15% increase in client decision-making efficiency.
- Maintained and optimized SQL scripts managing key metrics from custom API connectors, ensuring 100% data accuracy for client campaigns.
- Developed advanced reports and attribution models for high-profile clients, boosting campaign ROAS by 15% through targeted data insights providing actionable insights and supporting data-driven marketing strategy adjustments.

SENIOR IT SPECIALIST/ANALYST, MICROBIOLOGY INTERNATIONAL

Medical Equipment Solutions | 11/2018 - 1/2022

- Led R&D project coordination, leveraging Python to analyze datasets, resulting in a 15% improvement in product development timelines.
- Compiled and analyzed customer data, providing strategic recommendations that contributed to a 10% increase in market share over 2 years.
- Created and optimized Excel templates for daily sales operations, streamlining reporting processes and reducing manual work by 25%.

EDUCATION HISTORY

Herzing University Online, 2013

Bachelor of Science in IT with a Concentration in Analytics

IBM Data Science + Analyst Professional Certificate 2021

IBM Through Coursera.org

CompTIA Data+ Certification, 2024

Comp TIA Online

Master Data Management 10 Administrator 2024

Informatica

Tableau Advanced Professional Certificate, 2024

Salesforce via Trailhead Academy

TECHNIQUES

- Analytical Thinking
- Exploratory Data Analysis (EDA)
- Data Visualization
- Predictive & Statistical Modeling
- Data Cleaning & Preprocessing
- Dashboard Development

OTHER SKILLS

- Meticulous ability to analyze complex technical information
- Technical Writing Skills
- Can analyze, design and implement database structures
- Excellent problem solver
- Self driven & motivated
- Will step up when needed
- Continuous self betterment

LANGUAGES

- English (Native)
- Arabic (Spoken)

GET IN CONTACT

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