

Yassine Lakhmarti

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EDUCATION

African Leadership University (Glasgow Caledonian University)– *Academic Standing: First Class* Mauritius
Major: Bachelor of Science (Honors) Computer Science Expected Graduation: August 2021
Relevant Coursework: Data & Decisions, Entrepreneurial Leadership, Communication for Impact, Programming I, Math for Computing, Fundamentals of Software Engineering, Network Technology, Web Development, Security Landscape, Database Development, Human-Computer Interaction, Programming 2, IT Project Management, Object-Oriented Analysis & Design

WORK EXPERIENCE

M2M Group (A financial services company with a market cap of USD 30 Million)
Casablanca, Morocco

Product Development Intern June 2019 – Aug 2019

- Leveraged API Technology to develop a prototype of a data reporting tool that would enhance the user experience by 20%
- Pitched a proposal for a reporting tool to top management with an implementation plan that facilitates the immediate development of a working product which led to more efficient task division
- Enhanced customer satisfaction by fixing 5 out of the 8 bugs identified within the HR management system.
- Supported 2 managers in the direct development of a fully functioning HR Management solution for 2 clients
- Carried market research with an in-depth analysis of client feedback and behavior for the improvement of the current product line-up

Nkonso (An e-commerce start-up that sells African inspired phone cases)

Pamplemousses, Mauritius

Data Analytics and Digital Marketing

Dec 2018 – Apr 2019

- Conducted a break-even analysis that reduced the left-over stock by 50% and created a more agile manufacturing process.
- Developed an analytical model of demand and sales with a ready-to-implement action plan for future releases.
- Generated over 200 sales in the first few months of operation using PPC campaigns and Data-driven customer analysis with google analytics.
- Communicated with various partners to improve business processes and administration to reduce order processing times by 30%.

EMI (A student-run venture that focuses on reducing energy consumption in campuses)

Pamplemousses, Mauritius

Marketing & Data analytics

Jan 2019 – June 2019

- Extended cash runway for 2 months by conducting a cost-benefit analysis and optimizing advertising campaigns.
- Developed a multi-month advertising plan that has directly lead to a 20% decrease in the students' energy consumption.
- Injected analytical rigor into the decision-making process by developing a weekly Management Dashboard for the leadership team.

PROJECTS & PROFESSIONAL DEVELOPMENT

CFA Institute

Mauritius

Investment Foundations

August 2019 – Present

- Develop a great understanding of the financial markets, the importance of regulations, and ethics.
- Learn how macroeconomic and microeconomic factors affect product pricing and demand.
- Have a high-level understanding of portfolio management.
- Produce feasible investment plans based on Macroeconomic indicators for maximum portfolio performance.

ALU Corporate Projects

Online Education

Pro Bono Consulting

Sep 2017 – May 2018

- Provided recommendations to the Mauritian Ministry of Healthcare on the aging demographics of Mauritius to understand which products will better serve the Mauritian Market.
- Advised a luxury real estate development company on market expansion recommendations to grow their clientele by 15% and diversify their offerings based on industry research and competitor analysis.

SKILLS & INTERESTS

Technical Skills: R programming, Java (Intermediate), HTML5, CSS3, JavaScript, MySQL, Financial Modeling

Soft Skills: Quantitative analysis & Presentations, Teamwork & Leadership, Taking Ownership & Problem Solving, Investment Advisory

Languages: Fluent in English, French & Arabic (Native)

Interests: Finance, Consulting, Investment Research, Financial Markets, Formula One.