

# Omar Qureshi

omar\_zq@yahoo.com - <https://github.com/omarzq> - Los Angeles/Remote

## EDUCATION

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**University of California, Santa Cruz**

**Graduated June 2018**

Bachelor of Science, Computer Science. GPA: 3.40

## WORK EXPERIENCE

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**VERIZON MEDIA GROUP (YAHOO) - Los Angeles**

**January 2019 - March 2021**

**Business Intelligence Analyst - eCommerce Content (Sept '19 - Mar '21)**

- Built, maintained, & updated unified affiliate eCommerce dashboard which tracked over \$1.5B in revenue for several Yahoo properties (Mail, Search, HuffPost, Engadget, Sports, AOL, Entertainment & Lifestyle)
- Delivered reporting to C-Level executives & organization heads on a weekly basis, monitoring KPIs, highlighting trends, and tracking pacing towards high level goals.
- Provided ad-hoc reporting, data analysis, executive-facing presentations & performance reports in easily understood formats for VMG Head of Commerce on a daily basis.
- Designed full data visualization dashboards to track real-time performance and provide business-critical insights during holiday and other annual sales events, using in-house data analytics warehouse.
- Performed monthly reviews & event post-mortems with Content Commerce teams, advising on strategy improvements, leading to a strong monthly boost in user engagement, sales conversion, and revenue.

**Yahoo Play App - Associate Operations Manager(Jan '19 - Sept '19)**

- Managed in-app rewards shop for newly launched pop culture trivia app - Curated weekly reward rotation based on user behavior, spearheaded inventory maintenance, reward fulfillment, fraud detection, and user support.
- Oversaw fulfillment of over 75K reward items (gift cards, coupons, & physical merchandise), managed \$500K spending account, maintained detailed records for accounting & customer care teams.
- Complied with full internal audit, analyzing reward redemption and dollars spent, resulting in <0.01% error rate.
- Provided analytics & periodic structured reporting on user activity, reward redemption, & spend.

## TECHNICAL SKILLS

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- **Software Engineering:** Experience managing a team using Scrum and agile strategies. Understanding of full software development life cycle: design, programming, validation, testing, maintenance, and quality assurance.
- **Data Analysis:** Using business intelligence tools to create structured reporting, mining, collating, & ingesting large amounts of data, then outputting into digestible formats.
- **Database:** SQL language: queries, schema, constraints & rules. Experienced with database management & design.
- **Programming Languages/Tech:** Looker, Tableau, Python, Java, C/C++, C#, JavaScript, HTML, CSS, MySQL
- **Document Processing:** Microsoft Office Suite(Excel, Word, Powerpoint) Google Office(Docs, Sheets), LaTeX

## UNIVERSITY PROJECT EXPERIENCE

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**Raven – Senior Project – Android Application**

**September 2017 – December 2017**

- Social app that featured information about upcoming concerts and festivals in which users could create and customize personal profiles, and organize into interest groups
- Designed feed of aggregated concert/festival data, implemented in-app navigation and user database
- Involved all aspects of the software development life cycle, utilized Scrum development strategies, Agile Methodologies, Android Studio, Google Firebase

**Human Development of ASEAN Nations – Web Visualization**

**December 2016**

- Designed interactive visualization comparing the human development of Southeast Asian nations
- Deployed dynamically updating map based on selected data variable
- Created animated line graphs demonstrating the nations' change in development over 25 years
- Utilized JavaScript, HTML, CSS, CSV, d3.js, GeoJSON, and Bootstrap