

SHEEMA QURASHI, MBA

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ANALYST

Results-driven analyst with 10 years of experience identifying business needs, creating tactical strategy plans, using data analysis to achieve business objectives, and presenting actionable insights to clients in alignment with unique business goals. Experience working across multiple industries and business sectors specializing in accounting, tax, business advisory services, healthcare and pharmaceutical.

- Created business process documentation and process flow diagrams for accounting firm that helped social media team work 25% faster.
- Created and presented strategy plan to solve big pharma company's marketing issues, recruiting it as one of the company's largest clients.

SKILLS

Skills: Data Analysis | Strategic Planning | Project Management | Problem Solving

Software: SQL | Tableau | Wrike | MS Office | Excel | PowerPoint

Languages: Hindi | Urdu

ANALYTICS EXPERIENCE

Grant Thornton, Chicago, IL

February 2021- Present

Senior Marketing Strategist/Analyst

- Create and implement social media marketing strategy for employer brand, thought leadership and corporate social responsibility to deliver campaigns aligning with business goals.
- Increase job applications by 25%, compared to previous year, through creating improved marketing strategy for recruitment campaign.
- Create and continuously update marketing process docs to streamline procedures and train internal teams to improve collaboration efforts.
- Manage social media campaigns by developing a cross-channel strategy, content development and content calendar management for LinkedIn, Facebook, Instagram, Twitter and YouTube.
- Present campaign analytics reports and insights to directors every month to continuously improve marketing campaigns

SQ Social Strategies, Chicago, IL

January 2020- February 2022

CEO/Founder & Social Media Manager

- Manage and optimize Facebook and Instagram campaigns for healthcare practices, resulting in a 10% average increase in patient acquisition.
- Present Facebook and Instagram marketing strategies and audits to healthcare clients to improve online presence.
- Create visually appealing content and eye-catching copy for paid social media ads, resulting in healthcare clinic sign ups which are tracked using Facebook pixel.

Dunami, Chicago, IL

August 2018- November 2018

Business Intelligence Analyst

- Analyzed existing threats to clients' businesses and offered proactive solutions.
- Created and led weekly presentations for clients on new influencers for brands leading to new partnerships with the influencers to promote future campaigns.
- Provided clients with insights into top influencers by analyzing AI software generated data.

Spark Foundry, Chicago, IL

August 2016- August 2018

Paid Social Media Analyst

- Spearheaded paid social media campaigns on platforms including Facebook, Instagram, Twitter, Pinterest and Snapchat for healthcare clients.
- Created and presented weekly data analysis reports providing campaign optimization techniques to clients.
- Implemented marketing and promotion tactics effectively through A/B testing to increase engagement by 25%, traffic to social media pages by 20%, and brand awareness.
- Led weekly meetings with internal team consolidating social media marketing strategies to present to clients.

EDUCATION

Master of Business Administration

December 2020

Western Governors University, Salt Lake City, UT

Bachelor of Science in Public Affairs, Major: Management

June 2013

Indiana University, Bloomington, IN