TURNING DATA INTO DECISIONS

Faiz Mohammed Ali

Marketing Data Analyst - Data & Insights *(10 Years VISA - USA, UK & UAE)*

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Performance Analyst with 6+ years of experience delivering **data-driven insights** and **performance measurement frameworks** to optimize internal digital services and user experience. Proven expertise in **Microsoft Power BI, Azure Data Services, Google Analytics, Google Tag Manager, BigQuery, and Looker Studio**, with advanced skills in **statistical analysis, hypothesis testing, and KPI development**. Adept at applying both **quantitative and qualitative data analysis** to inform **service design, digital workplace strategies, and communication services**. Skilled in **data validation, cleansing, and preparation** while ensuring compliance with **digital service standards and accessibility principles**. Strong track record of translating **user research and behavior** into **actionable insights** through clear storytelling and tailored communication for diverse stakeholders.

RELEVANT EXPERIENCE

Marketing Data Analyst, Global Marketing, at Publicis Sapient, IN | 2022–Present

Publicis Sapient is an IT consultancy company with 20K employees in 50+ offices in India, EMEA, NA, and APAC

- Led a team of 3 and analyzed **multi-channel marketing data** across **CRM systems**, **web analytics**, **email campaigns** and **social**, **search** to evaluate **campaign effectiveness**, measure **customer engagement**, and identify areas for **growth and optimization**. Designed and deployed a scalable **GA4 + GTM tracking ecosystem**, capturing user behavior end-to-end—from **email open via Poppulo API → scroll depth → CTA clicks → conversions/drop-offs**.
- Engineered a **custom dataLayer framework** to support robust, scalable **event tracking**, verified via **Tag Assistant** and **GA4**.
- Built automated dashboards using **Azure Data Factory pipelines**, **SQL**, **Power BI**, and **Python scripts** for data normalization and cleaning. Delivered **weekly, monthly, and quarterly reports** with high accuracy. Reduced manual reporting time by **80%**, ensure **data consistency**, and improved **real-time insights** for campaign optimization.
- Developed a **predictive behavioral scoring model** leveraging **GA4 events**, **CRM data**, and **Python-based statistical modeling** (including normalization, encoding, and regression techniques). Enabled **hyper-personalized email campaigns**, driving a **28% increase in engagement** and better alignment with audience intent.
- Conducted advanced **predictive analytics** and **customer segmentation** using **Python** and **regression models**, helping refine **targeting strategies** and anticipate campaign outcomes.
- Created **cross-channel attribution models** and funnel analyses to understand **channel contributions** and **optimize campaign spend**.Partnered with **sales, marketing, and product teams** to align data insights with **strategic planning** and drive **data-driven decision-making**.

Tools & Platforms: Python, GA4, GTM, SQL, Power BI, Azure, HubSpot, CRM (internal), Poppulo API, Looker Studio, Google Ads, Amplitude

Digital Marketing Expert at Amplifyre, IN | 2021 – 2022

Amplifyre is a Berlin-based and one of the largest and most trusted B2B software marketplaces.

- Led **end-to-end digital marketing analytics** across **SEO**, **SEM**, **email**, and **paid advertising**, driving measurable growth in **lead generation** and **pipeline contribution**.Managed and optimized **Google Ads campaigns**, focusing on **cost per lead (CPL)**, **conversion rate optimization (CRO)**, and **ROI**.
- Conducted **ad hoc and recurring campaign performance analysis** using **HubSpot**, **GA4,** and internal dashboards to refine strategy and improve targeting precision. Directed **technical and content SEO** efforts, achieving a **42% increase in organic traffic** YoY and better SERP rankings.
- Collaborated with internal and external stakeholders (designers, writers, developers) to align **cross-functional marketing outputs** with **sales enablement** goals. Used **segmentation and behavioral analysis** to enhance **personalization strategies** and boost campaign engagement. Created intuitive **campaign performance visualizations** and delivered insights through internal reports and business reviews.

Tools & Platforms: GA4, Google Ads, HubSpot, Ahrefs, Mailchimp, Canva, Looker Studio, SEO/SEM Tools, SMM platforms

Strategic Insights and Analytics Coordinator at **Tata Consultancy Services,** IN | 2019 – 2021
TCS is a global leader in IT services with 200K employees in 50+ offices in India, EMEA, NA, and APAC

- Directed analytics projects leveraging strategic planning and advanced cloud technologies, significantly enhancing the platform's value proposition. This initiative led to marked improvements in data quality, ETL productivity, and stakeholder satisfaction through meticulous monitoring and data analysis.

EDUCATION
- **Masters** in **Marketing Analytics Management** from **ISBR, Bangalore University**, IN | 2022 - 2024
- **BTech** in **Information Technology** from **Thiagarajar College of Engineering**, IN | 2015 - 2019

SKILLS:

- Data Storytelling and Insights
- Cross-functional Collaboration
- Google Analytics 4 (GA4), GTM, Google Search console
- Business Analytics, Tag Manager
- Strategic Business Planning
- Risk Assessment & Management
- Python, Microsoft Azure, Amazon Web Service (AWS), GCP
- Data Visualization (LookerStudio, Power BI)
- Database Management (SQL, Hadoop)
- Excellent Communication & Stakeholder Management
- MS Excel (pivots/formulas/scripts)

VOLUNTEER EXPERIENCE

Dedicated mentor and tutor at community centres, providing guidance and support to children from underprivileged backgrounds, fostering their educational growth and personal development aligned with Model UN advocacy.

CERTIFICATIONS
GA4 (Google Analytics 4), GTM (Google Tag Manager), Data analytics, Digital Marketing, Python, SQL, Azure, AWS, MYSQL, Project Management, PowerPoint MS Excel

CORE COMPETENCIES

- **Marketing Campaign Analysis:** Evaluate marketing and demand generation programs to drive lead quality, customer acquisition, and revenue growth.
- **Cross-Channel Data Analysis:** Analyze data from CRM systems, web analytics, social media, email, search, and sales channels to assess performance and engagement.
- **Insight Generation:** Proactively uncover actionable insights to inform strategic marketing and business decisions.
- **Data Storytelling:** Transform complex data into intuitive visualizations and business narratives for leadership and stakeholders.**Trend & Pattern Recognition:** Identify behavioral patterns and customer segments to refine targeting and personalize marketing. **Operational Efficiency:** Streamline data workflows and support data-driven decision-making through analytics initiatives.
- **Predictive Analytics:** Apply statistical models and machine learning to forecast behavior and optimize campaign performance.**Dashboard & KPI Development:** Build and maintain dashboards and key performance indicators to track marketing impact.**Data Quality Management:** Ensure accuracy, consistency, and reliability across all data collection and reporting processes.
- **Cross-Functional Collaboration:** Partner with marketing, sales, and product teams to align insights with business objectives. **Automated Reporting:** Create scalable, automated reporting systems to deliver timely performance insights.

KEY PROJECTS

- **Internal Comms AI Chatbot:** Built an NLP-powered assistant that handled employee queries in real time, improving internal communication and engagement tracking.
- **Internal People CRM:** Designed a scoring system to rank employee engagement based on behavior, enabling targeted and data-driven communication strategies.
- **Automated Analytics System:** Connected Poppulo (email), GA4 (web), and Azure (database) to Power BI, automating campaign performance dashboards and cutting manual reporting by 80%.
- **SEO & SEM Optimization:** Boosted organic traffic by 42% through technical SEO and content improvements; improved paid campaign ROI by optimizing Google Ads performance.