

SALAM HOSSEIN

DATA ANALYST

SALAM.HOSSEIN@GMAIL.COM

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SKILLS

Data Cleaning and Preprocessing

Proficient in using Python libraries such as Pandas and NumPy for data cleaning and preprocessing, including handling missing values, outliers, and categorical data

Data Visualization

Skilled in creating interactive visualizations using Matplotlib, Seaborn, and Plotly to understand data and communicate findings effectively.

Statistical Analysis

Experienced in performing statistical analyses using SciPy and statsmodels, including hypothesis testing, correlation analysis, and regression analysis.

Time Series Analysis

Skilled in analyzing time series data for tasks like forecasting and anomaly detection using Pandas and statsmodels.

Web Scraping

Experienced in scraping data from the web using BeautifulSoup and Scrapy.

Database Interaction

Proficient in interacting with various databases using libraries like SQLAlchemy and psycopg2.

Big Data Processing

Capable of processing large datasets that don't fit in memory using PySpark

SEO Analysis

Experienced in automating SEO tasks, such as keyword research, backlink analysis, and on-page SEO analysis using Python.

Google Analytics Analysis

Proficient in using the Google Analytics API to pull data into ChatGPT for analysis.

SQL

Skilled in writing SQL queries to interact with data.

PROFILE

Experienced SEO specialist with expertise in Fintech. Utilizes AI and data-driven strategies for optimized websites, increased content output, and targeted traffic. Skilled in Google Analytics, technical SEO, and staying updated with the latest trends to help clients succeed in the rapidly evolving Fintech industry.

WORK EXPERIENCE

Analytics & SEO Lead | Sovryn (02/2022 – present)

Sovryn is a decentralized application allowing users to trade Bitcoin on Layer 2 in a permissionless, noncustodial, and censorship-resistant way.

Senior Marketing Analyst | Midnight AM (2020-2022)

Midnight AM is a creative agency. I serviced clients such as: Chanel, Supreme, La Mer, Estee Lauder, Datacubed Health, and Instacart. Website: midnight-am.com. References upon request.

Marketing Analyst | Midnight AM (2018-2020)

Midnight AM is a creative agency. I serviced clients such as: Chanel, Supreme, La Mer, Estee Lauder, Datacubed Health, and Instacart. Website: midnight-am.com. References upon request.

Data Analyst | BIMobject (2018)

Responsible for Social Media Marketing, Digital Marketing, and Visual Communication at BIMobject, including creating engaging content, enhancing online presence, conveying brand messages visually, and tracking campaign performance to optimize results.

EDUCATION

Digital Analytics Specialist | Bachelor's degree IHM Business School (08/2016 – 05/2018)

ACHIEVEMENTS

Automated Data Analysis with ChatGPT: Trained and fine-tuned ChatGPT to automate data analytics processes, driving faster insights and more efficient decision-making.

AI-Assisted Content Strategy: Streamlined and automated content creation using AI tools, specifically ChatGPT, significantly boosting content output without compromising quality.

SEO and Data-Driven Strategy: Increased website traffic by 106% YoY through the development and implementation of a data-driven analytics and SEO strategy.

Technical SEO Audits: Conducted regular SEO audits using tools like SEMrush and Google Search Console, ensuring website health that ranked on par with top-class pages as per SEMrush metrics.

Customized Analytics Dashboards: Developed personalized dashboards using Google Analytics and Data Studio, delivering real-time insights into website performance, user behavior, and conversion rates. These dashboards empowered stakeholders to make data-driven decisions, leading to a 23% increase in overall conversion rates over six months.