

SALAM HOSSEIN

 DATA ANALYST

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 [SIMSIMBTC](#)

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SKILLS

Data Cleaning and Preprocessing

Proficient in using Python libraries like 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.

CERTIFICATES

 Technical SEO Course | SEMrush (03/2023)

PROFILE

As a seasoned SEO specialist with a deep understanding of the Fintech industry, I blend cutting-edge Artificial Intelligence (AI) technology with traditional SEO techniques to refine websites and drive targeted traffic. Specializing in data-driven strategies, I have successfully integrated machine learning tools like ChatGPT to automate data analytics and content creation processes, leading to faster insights, enhanced decision-making, and a significant increase in content output. My expertise extends to Google Analytics, technical SEO, and other analytics tools, which I utilize to devise tailored SEO solutions that meet each client's unique needs. I continuously stay abreast of the latest trends and technological advancements to keep my clients ahead of the curve. Given the rapid evolution of the Fintech industry, my combined knowledge in AI and SEO uniquely positions me to help businesses in this space achieve and surpass their online goals.

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.

Data Analyst | BIMobject (08/2021 – 11/2021)

Data Analyst | Trygg-Hansa (03/2011 – 08/2019)

EDUCATION


 **Digital Analytics Specialist** | Bachelor's degree IHM Business School (08/2020 – 05/2022)


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.