

SHAH ALI GARDEZI

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Highly motivated and agile engineer turned marketer with solid experience of working as a field engineer and a marketing executive in a thoroughly challenging fast-paced corporate environment. I have a keen interest in uncovering stories and patterns using data. I see myself leveraging data, critical thinking and business acumen to find business solutions, formulate business strategies and streamline business processes.

EDUCATION

MSc in Business Analytics, [Central European University \(CEU\)](#)

Exp Jun 2022

- Relevant courses: Data Analysis with R/Python, Data Engineering with MySQL, Data visualization with Tableau/R/Python, Machine Learning Tools, Agile Project Management & Scrum, Web Scrapping with R/Python, Text Analysis with Python, Prediction & Machine Learning Analysis

BSc in Electrical Engineering, [Lahore University of Management Sciences \(LUMS\)](#)

2012-2016

- Relevant courses: Programming in C++, Data Structures, Computational Analysis with MATLAB

PROFESSIONAL EXPERIENCE

Contingent Worker, Product Marketing Services, [BlackRock](#), Hungary

Jan 2022 – Jun 2022

- Designing and updating marketing materials as per client brief
- Managing project management platform and sharing of weekly reports with stakeholders

Junior Associate, [Brainchild Communications Pakistan \(BCP\)](#), Pakistan

Oct 2017- Sep 2020

BCP is a legal entity of [Starcom Worldwide](#) which is the part of [Publicis Groupe](#)

- Served as Media Account Manager for [National Food Limited](#) and [Pak Elektron Limited](#) with annual advertising budget of USD 3 Million each
- Successfully negotiated yearlong advertising deal with Google (worth USD 1 Million)
- Successfully negotiated *Free of Cost* advertising services with media partners accounting for 40% of Ad spend
- Accurately identified & led the team to implement *Video Neutral Planning & Reach Curve* models in all media plans which resulted in annual saving of USD 30,000 savings for the clients
- Successfully improved team capacity by hiring & training 4 trainees to efficiently cater the media challenges
- Explored avenues of business expansion; led media pitches to successfully acquire [KIA Motors](#) and [Sana Safinaz](#)

Management Trainee, [FEBL Power Company Limited \(FPCL\)](#), Karachi, Pakistan

Aug 2016- Sep 2017

- Part of the team responsible for successful installation and commissioning of electrical engineering equipment
- Efficiently supervised a group of 3 technicians, by assigning weekly jobs and evaluating their progress
- Took initiative to design progress report template which was shared across all departments
- Awarded *Certificate of Appreciation* for successfully representing the department during plant inauguration

PROFESSIONAL DEVELOPMENT

- [Fundamentals of Data Analytics](#) (SQL & Power BI) by LUMS

May 2021

SKILLS AND INTERESTS

- English (proficient), Urdu (native)
- C++, SQL, Power BI, MS Excel (Solver, VBA, Data Analysis Toolpak, PivotTables), Kantar Media, MATLAB
- Volunteered as social worker during 2010 flooding in Pakistan and at children hospital.

