

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

PROFESSIONAL EXPERIENCE

Contingent Worker, Product Marketing Services, [BlackRock](#), Hungary Jan 2022 – Jun 2022

- Designing and updating marketing collaterals as per client brief and guidelines
- Managing project management platforms including tracking and reporting with stakeholders

Junior Associate, [Brainchild Communications Pakistan \(BCP\)](#), Pakistan Oct 2017- Sep 2020

BCP is a legal entity of [Starcom Worldwide](#) a leading media agency, which is the part of [Publics Groupe](#)

- Served as Media Account Manager for [National Food Limited](#) with annual advertising budget of USD 3 Million
- Successfully negotiated yearlong digital marketing deal with Google to fulfill brand KPIs while leveraging Google advertizing tools and platforms (worth USD 1 Million)
- Successfully negotiated *Free of Cost* advertising services with media partners accounting for 40% of Ad spend
- Accurately identified process inefficiencies & led the team to implement *Video Neutral Planning & Reach Curves* models in all digital marketing plans which resulted in annual saving of USD 30,000 for the client
- Improved strategic decision-making by collaborating with data team to create a data visualisation dashboard for the client containing complete campaign performance metrics for all digital and conventional campaigns.
- Successfully improved team capacity by hiring & training 4 trainees to efficiently cater digital media challenges
- Led and presented media strategy pitches to successfully acquire new clients; [KIA Motors](#) and [Sana Safinaz](#)

Management Trainee, [FEBL Power Company Limited \(FPCL\)](#) Karachi, Pakistan Aug 2016- Sep 2017

- Part of the team responsible which successful installation and commissioning of electrical engineering equipment
- Efficiently supervised a group of 3 technicians, by assigning weekly jobs and evaluating their progress
- Liaised with business teams to drive workflow prioritization decisions
- Took initiative to design progress report documentation templates which were shared across all teams

PROFESSIONAL DEVELOPMENT

- [Fundamentals of Data Analytics](#) (SQL & Power BI) by LUMS May 2021

SKILLS AND INTERESTS

- Python, SQL, Tableau, Power BI, MS Excel (Solver, VBA, PivotTables), Adobe InDesign, Adobe Analytics
- Active social volunteering member of *Comissioner Relief Camp Multan* and *Children Hopsital Multan*