

AMMAD RAZIQ

Business Analytics Expert | DATA ANALYST | BI REPORTING EXPERT

TECHNICAL SKILLS

- SQL
- Power BI
- Python (basic)
- MS Excel, Google sheets
- SSIS
- Digital Marketing
- Content Writing

COURSES

- SQL Advanced (YOUTUBE)
- Data Visualization with Power Bi (GLA)
- Python for Beginners (UDEMY)

CONTACT

🏠 G-11/2 Islamabad

📞 0313-0529573

✉️ ammadrziq17@gmail.com

EDUCATION

BS IT | QUAID E AZAM

UNIVERSITY

- 2018 – 2022
- Achieved 3.3 CGPA
- Remained Head of Literary Society
- Remained editor of University's Annual Magazine
- Played for departmental cricket team

EXPERIENCE

BUSINESS ANALYTICS EXPERT | ZINDIGI BY JS BANK

NOV 2023 – CURRENT DATE

- Expert in pre and post product analysis, elevating quality, and value creation
- Exceptional track record in daily reporting on ZINDIGI's consumer segment, highlighting new joiners, re-joiners, and churn
- Adept at monitoring conversion quality from digital, retail, and referral channels, ensuring optimal growth trajectory
- Proven ability to comply with regulatory requirements by reporting to the State Bank of Pakistan on AMA, Ultra Accounts and Agent Activity
- Skilled in managing ad-hoc reporting and data requests from internal stakeholders, delivering critical insights for informed decision-making
- Expert in dashboarding by using Power BI to create reports for decision-making.

Digital Marketing Analyst | REALTIME MARKETING

Feb 2023 – Oct 2023

- Crafted compelling content targeting diverse audiences, increasing brand visibility and engagement.
- Analyzed digital data to optimize campaigns, resulting in increased ROI.
- Interpreted market trends to develop effective marketing strategies.

Digital Content Analyst | GREYBRICKS MARKETING

Oct 2022– Feb 2023

- Created content and Managed Facebook campaigns along with other digital marketing campaigns, including website traffic, user behavior, conversion rate and social media engagement

Achievements

- Automated performance tracking reports (ZINDIGI)
- Remained part of major products launched (ZINDIGI)
- Optimized Digital Campaigns (REAL ESTATE COMPANIES)