

Areesh Shahid

Data Analytics Professional

An engineer turned manager interested in the field of Data Analytics and Business Intelligence. Skilled in translating business requirements into tangible solutions, leading cross-functional teams, and maximizing value for organizations.

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📍 Karachi, Pakistan

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EDUCATION

Masters in Business Administration

Institute of Business Administration

09/2018 - 09/2020

Karachi, Pakistan

Bachelors in Mechanical Engineering

DHA Suffa University

08/2013 - 01/2018

WORK EXPERIENCE

Co-Founder

Adcave 

01/2020 - 06/2023

Karachi, Pakistan

Achievements/Tasks

- Defined and created Adcave's vision, mission and brand strategy.
- Identified, analyzed, and executed new services, markets and advertising opportunities.
- Led the creation, management and execution of the iOS app in 90% of the stipulated time.
- Increased online presence from 0 to more than 150 thousand people organically, making the company a leader in online advertising industry.
- Drove business growth by partnering with the biggest brands in the region such as Careem, Coca Cola, EBM, 7-Up and more.
- Prepared reports that interpret consumer behavior, market opportunities and conditions, marketing results, trends.
- Utilized Google Analytics, Tag Manager and other business intelligence tools to create dashboards to aid decision making.

Social Media Executive & Media Associate

Metronome 

06/2018 - 04/2021

Karachi, Pakistan

Achievements/Tasks

- Led the company's repositioning from a social media startup to a full-fledge digital media publication.
- Aided the company be an affiliate partner to the most recognized brands in the world i.e. Coca Cola, McDonald's, Xiaomi, Careem, Daraz, Pepsico, Nestle, P&G, GroupM, Daraz, Foodpanda and more.
- Led the development and execution of brand and social media strategy.
- Aided our clients advertise their products or services ensuring them effective results in terms of audience, reach, engagement, and visibility.
- Executed paid media campaign/ads and was also responsible of campaign budgets.

SKILLS

Data Analytics

Data Interpretation

ETL

Data Wrangling

SQL

Business Intelligence

Business Analytics

R

Python

Presentation Skills

Advanced Excel

Problem Solving

Google Analytics

Excellent Communication

Tableau

Power BI

CERTIFICATES

IBM Data Analyst Professional (07/2023)

IBM

Google Data Analytics (07/2023)

Google

LANGUAGES

English

Native or Bilingual Proficiency

Urdu

Native or Bilingual Proficiency

INTERESTS

CRM

Business Restructuring

ETL Pipelines

Stakeholder Management

Brand Management

Sales Planning

Consulting

Sales

Business Intelligence and Reporting

Consumer Behavior

Market Planning

Data Mining

Social Media Analytics

Web Analytics

Data Analytics

Data Driven Decision Making