

DANYAL HASNAIN KHAN

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OBJECTIVE

Result-driven and motivated professional with a background in digital marketing and a passion for data science. Currently pursuing a Bachelor's degree in Business Administration with a focus on data analytics. Self-taught in Python and data science concepts through online courses and practical projects. Possesses strong analytical skills and a proven ability to derive actionable insights from data to drive business growth. Seeking to leverage expertise in digital marketing and emerging skills in data analysis and machine learning to transition into a career as a data scientist. Committed to continuous learning and professional development in the field of data science.



EDUCATION

Bachelors in Business Administration | Iqra University

2021-PRESENT

Intermediate (Commerce) | Govt. Premier College

2012-2013



EXPERIENCE

Digital Marketing Internee | Generic Solutions and Consultancy

2019-2020

- Assisted in the development and execution of digital marketing campaigns across multiple platforms, including social media, email, and search engines.
- Conducted keyword research and SEO analysis to optimize website content and improve search engine rankings.
- Monitored social media channels, engaged with followers, and responded to inquiries and comments in a timely manner to maintain a positive brand image.
- Assisted in the creation of marketing collateral, including blog posts, infographics, and email newsletters, to support promotional activities and drive customer engagement.
- Compiled and analyzed data from various digital marketing campaigns to assess performance and identify areas for improvement.

Digital Marketing Executive | Generic Solutions and Consultancy

2021-2022

- Developed and implemented digital marketing strategies to increase brand visibility and drive customer engagement, resulting in a 20% increase in website traffic and a 15% growth in social media followers.
- Conducted market research and competitor analysis to identify emerging trends and opportunities for campaign optimization.

- Managed email marketing campaigns, including segmentation, A/B testing, and performance analysis, leading to a 25% improvement in email open rates.
- Utilized data analytics tools such as Google Analytics and social media insights to track key performance metrics and measure the effectiveness of marketing initiatives.
- Collaborated cross-functionally with graphic designers, content creators, and web developers to create compelling content and optimize user experience across digital channels.
- Provided regular reports and insights to stakeholders, highlighting campaign performance, key findings, and recommendations for future optimization.



CERTIFICATION

Data Scientist Specialization | *Coursera*

- Completed a comprehensive specialization program covering essential topics in data science, including data analysis, machine learning, statistical inference, and Python programming.
- Developed proficiency in utilizing various data science tools and libraries, such as NumPy, Pandas, Matplotlib, Scikit-learn, and TensorFlow, to analyze data, build predictive models, and derive actionable insights.
- Successfully completed hands-on projects and assignments, demonstrating practical skills in data cleaning, exploratory data analysis, feature engineering, model evaluation, and deployment.
- Acquired knowledge of advanced machine learning algorithms, including linear regression, logistic regression, decision trees, random forests, support vector machines, k-nearest neighbors, and neural networks.
- Received certificates of completion for individual courses within the specialization, including "Data Science Tools," "The Data Scientist's Toolbox," "R Programming," "Getting and Cleaning Data," "Exploratory Data Analysis," "Reproducible Research," "Statistical Inference," "Regression Models," "Practical Machine Learning," "Developing Data Products," and "Capstone."



SKILLS

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|--------------------|-------------|
| • Word Press | • Sem Rush |
| • Content Creation | • MS Office |
| • Adobe Photoshop | • Vecca |

