# SAMEER SHAIK

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Proficiency in formulating, developing and implementing marketing strategies to ensure attainment of revenue goals & product positioning; targeting assignments with an organization of repute preferably in Hyderabad

## CORE COMPETENCIES

Data Visualization / Mining

Data Cleansing

Machine Learning

Product Marketing

Data Science/Analytics

Tableau

Campaign Management

Vendor / Supplier Coordination

Brand Launch & Promotions

Corporate / Internal Communications

Business Growth & Revenue Expansion

## PROFILE SUMMARY

- Offering **3 years'** experience in **Marketing Communication, Product Marketing, Brand Management & Process Optimization and regained 26+clients**
- Skilled in analyzing **consumer insights and concepts** and ascertaining who the **target audience is and how best to reach them** in the most **cost effective and flexible manner**
- Achieved **5M$ Revenue Target** in one month in 2018 in Aptroid Consulting India Pvt. Ltd.
- Developed highly effective **content / branded content** for multiple clients & increased their **brand value & market presence**
- Managed multiple **projects** with respect to cost, resource deployment, vendor management, negotiation, time overrun and quality compliance to ensure satisfactory execution
- Talented Analyst with **exceptional background in mining & analyzing** data from multiple sources to drive optimization & improvement
- Proficient in exploring and revealing patterns in complex data and scrutinizing information for better decision-making
- Detail specific individual skilled in functional and technical knowledge of routines
- Attended Ethical Hacking Workshop conducted by Elan & vision at IIT, Hyderabad
- Keen analyst with skills in understanding and gathering requirements of clients and providing **Data Analytics Solutions**
- Skilled in liaising with **clients and internal teams** on budgets, timelines and objectives and organizing various events for the brands
- Conceptualized **marketing communication plans** that included complete campaign planning across media, directing communication strategy (concepts & research), and creative content development process

## ORGANISATIONAL EXPERIENCE

### Since Jul'17 with Aptroid Consulting India Pvt. Ltd., Hyderabad as Member Technology

**Role:**

- Performing customer segmentations for cards and personal loans, leveraging analytics to improve marketing campaign targeting
- Evaluating processes and data, identifying productivity gains and sales growth within digitization segment
- Liasioning & coordinating with **Sales, CRM and PR** to promote brand awareness across national and global markets

- Collecting interpreted large datasets, conducting reports, performing accurate, successful data management
- Conducting in-depth analysis of the market & client specific data to improve the campaign performance
- Conceptualizing & effectuating **training & development programs** for promoters to build the capability and quality enhancement

**Highlights:**
- Worked with CMO of the company & created **digital marketing strategy** which resulted huge increase in overall workings
- Supported **50+ clients** on multiple campaign projects with **26 clients more clients** by delivering exceptional results in the campaigns
- Managed the entire spectrum of clients ranging from small to key accounts resulting in **10% increase in revenue**
- Increased traffic on the site by **60% by analyzing multiple metrics** such as page views, ad impressions and more
- Performed in-depth data validation on data from various suppliers across the world
- **Used SQL database** and utilized excel pivot tables to analyse customer spending data
- Led demand marketing to drive repeat & user growth; coordinated with 5 Supply Managers
- Acquired more than **10,000 new users & increased the same by 12% per month** by employing print advertising

## PROJECTS EXCECUTED

- Titled:
    - Human Activity Recognition (HAR) using smartphones dataset and an LSTM RNN
    - Identification of flower images using Efficient Neural Network
    - Quora question Pair Similarity Problem using SVM

## INTERNSHIP

- Machine Learning and Artificial Intelligence from Experts Hub Industrial Skill Development Centre, Hyderabad for a month in 2018
  **Exposure:**
    - Worked on **Machine Learning, Data Mining, and other Data Analysis Techniques**
    - Collected, explored and extracted features, found patterns with relationships in balanced and imbalanced data

## IT SKILLS

- Python
- Pandas
- MySQL
- Tensor Flow
- Keras
- NLP
- Tableau
- Google Colab

## ACADEMIC DETAILS

- B.Tech. in IT from Muffakham Jah College of Engineering and Technology, Hyderabad in 2017with 62%

## EXTRACURRICULAR ACTIVITES

- Volunteered at Airtel Hyderabad Marathon in 2015
- Participated and secured 1st position in Blind Coding, an Innovation Concert E-Week 2016
- Partaken in Thrivetha- The Start-ups Fest organized by Excelsior Education Development Society and E-Cell MJCET in 2016

## PERSONAL DETAILS

- **Date of Birth:** 15th August 1996
- **Languages Known:** English, Hindi and Telugu