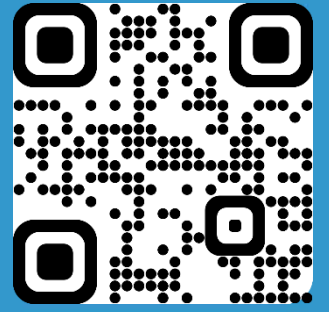


MOHAMMAD ASHRAF WANI



EDUCATION

BACHELOR OF COMPUTER APPLICATIONS

University of Kashmir 2009-2012

BACHELOR OF ARTS

University of Kashmir 2008 – 2010

EXPERIENCE

DATA ANALYST

April, 2022 – Present *Assembly Global – Dubai, UAE*

Job Description

- Creating and maintaining Performance Dashboards using Google Spreadsheet, Google Looker Studio/Data Studio, Microsoft Power-BI, Tableau, etc.
- Develop and implement databases, data collection systems, data analytics and other strategies that optimize statistical efficiency and quality.
- Interpret data, analyze results using statistical techniques and provide ongoing reports.
- Using automated tools to extract data from primary and secondary sources.
- Removing corrupted data and fixing coding errors and related problems.
- Filter Data by reviewing reports and performance indicators to identify and correct code problems.
- Assist with Social Media Performance Report.
- Assist with the general day to day administrative tasks.
- Monitoring the competitor social media sites and creating analysis report.

SOCIAL MEDIA MARKETING EXECUTIVE

2018 – 2020 *Blisstro – Srinagar*

Job Description

- Management of Social Media Channels.
- Creating Brand Awareness.
- Structuring Behavioural Aspect of Potential Customers.
- Tracking Social Media Influencers.
- Keep Up to Date with any Social Media Trends.
- Assist with Social Media Performance Report.
- Planning of Marketing Strategies to Help Drive Traffic and Engagement.
- Assist with the general day to day administrative tasks.
- Monitoring the competitor social media sites and creating analysis report.

SOFTWARE ENGINEER

2015 – 2017 *Scriptfy Technologies – Srinagar*

Job Description

- Analysing and modifying existing software as well as designing, constructing and testing end-user applications that meet user needs — all through software programming languages.
- The complete life cycle of a new and modified software product.
- Investigating current applications.
- Producing specifications.
- Costing new and modified systems.
- Writing new software and operating manuals.
- Testing the product to ensure that it operates satisfactorily.
- Handling support and feedback.

Junior SOFTWARE DEVELOPER

2013 – 2014 *IT Support Desk – Bangalore*

Job Description

- Assisting the development manager with all aspects of software design and coding.
- Learning the codebase and improving your coding skills.
- Writing and maintaining code.
- Working on minor bug fixes.
- Monitoring the technical performance of internal systems.
- Responding to requests from the development team.
- Writing reports and handling support and feedback.

CONTACT ME

- 📞 +91- 9797500592
- ✉️ ashrafwani@outlook.com
- 📍 Srinagar, Jammu & Kashmir – INDIA

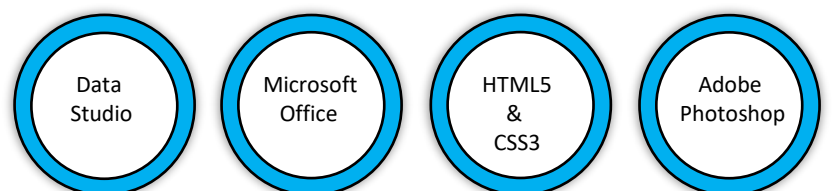
SKILLS & ABILITIES

- Digital Marketing Strategy
- Social Media Auditing & Analysis
- Social Media Marketing
- Looker Studio/Power-BI/Tableau
- CMS - WordPress, Drupal
- Marketing Management
- Data Analytics/Analysis
- SQL (Advanced)
- HTML/JavaScript
- Project Management

CERTIFICATIONS

- GOOGLE: Digital Marketing
- GOOGLE: AI-Powered Performance Ads Certification
- GOOGLE: Ads Display Certification
- GOOGLE: Ads Search Certification
- GOOGLE: Campaign Manager Certification
- GOOGLE: Creative Certification
- GOOGLE: Data Studio Certification
- GOOGLE: Analytics Certification
- GOOGLE: Analytics for Power Users
- GOOGLE: Advanced Google Analytics
- AMAZON: DSP Certification
- LINKEDIN: Data Analyst & Data Analytics Specialist
- LINKEDIN: Data Science & Data Scientist Certification
- LINKEDIN: Tableau for Data Scientists
- LINKEDIN: Microsoft Power BI Specialist
- LINKEDIN: Digital Marketing Specialist
- LINKEDIN: Content & Creative Design
- UDEMY: Google Data Studio for Data Visualization & Dashboards
- UDEMY: B2B Digital Marketing
- UDEMY: B2B Copy Writing, Content Writing
- UDEMY: Microsoft Excel - From Beginner to Advanced
- MICROSOFT: Microsoft Advertising Certified Professional
- MICROSOFT: Microsoft Certified Professional Developer
- MICROSOFT: Microsoft Certified Solutions Developer
- MICROSOFT: Microsoft Certified Technology Specialist
- MICROSOFT: Microsoft Digital Literacy
- HCL INFOSYSTEMS: HCL Certified Application Developer
- HUBSPOT: Social Media Marketing Certification
- SEMRUSH: Advanced Competitive Research (Digital Marketing)

EXPERTISE



HOBBIES



LANGUAGES

ENGLISH URDU KASHMIRI HINDI