BUSHRA HASHMI

Southend-on-Sea, GB

Phone: 07944442686 | **Email**: bushroo@hotmail.com

Linkedin Url: https://www.linkedin.com/in/bushra-hashmi-b5879950/

Video CV and Professional Profile: https://cifa.ac/cifa-resume/d0b6d912-7aad-45d7-82ac-60d901313468

Motivated and results-driven Analyst with a proven track record in data analytics and process mapping. Proven ability to identify business needs and develop valuable solutions to drive accuracy and process efficiency. Driving business effectiveness through recommendations based on data findings.

SKILLS

Hard Skills:

Soft Skills:

WORK EXPERIENCE

01/07/2022 - 06/09/2023
Data Analyst [Jzee tech]
• Coordinated statistical and economic data analysis, design and information flow. • Financial Data Modelling and making decisions on outcomes. • Client dealing and Communication between the departments. • Prepare cost-benefit and return-on-investment analyses to aid in decisions on business implementation. • Analysis of the Risk and investment factors for future projects. • Participated in requirements meetings and data mapping sessions to understand business needs. • Analysed and presented data using Excel, SQL, Python and Tableau • Harnessed Artificial Intelligence and machine learning algorithms to generate business insights.

30/05/2021 - 30/09/2022
Business Asset Advisor [Deutsche Vermögensberatung, DVAG]
• The advisory practice focuses on long-term preservation and accumulation of cash assets, retirement planning, strategic planning and financing of property and property acquisitions, application of various state subsidies, optimisation of savings, health, and risk prevention management. • Provide investment banking support to individuals and companies to gain strategic long-term financial and tax advantages. • Financial Analysis of client Assets and taxes. • Alerted clients and supervisors of financial risks in changing markets, advising clients on paths to mitigate risk and boost security. • Kept a working database of asset worth, property appraisals and changing markets to best plan financial strategies and asset management. • Kept detailed track of asset maintenance and potential future costs to accurately portray data and advise clients. • Increased clientele list with international students belonging to different nationalities. • Established connections through social media and resolved clients' financial problems according to their needs.

07/04/2021 - 07/07/2021
Marketing Manager Intern [Horizer]
• Data Analysis and research on Golf cars and other battery-operated cars used for logistic support in Europe and the United States. • US and EU Market Research for Renewable energy options • Conducted effective market research and CRM management to analyse customer data and build accurate profiles. • Participated in weekly brainstorming meetings, contributing innovative ideas for upcoming marketing initiatives and branding efforts. • Making quotations to potential clients and offering sustainable services. • Research data of green cities in the world and contact them regarding battery-operated cars for future energy-saving and climate-friendly option. • Presented comprehensive campaign reports to the management team.

24/04/2016 - 13/04/2019
Assistant Marketing Manager [Askari Guards (Pvt) Limited]
• Handled 250+clients and corporate contracts. • Created and submitted security services tender. • Perform budgeting, Profit, and cost calculation before submitting a tender. • Data Analysis of corporate clients' sales and income, Forecasting quotations -Monthly and weekly clientele and revenue Reports • Managed marketing budgets with data and results-driven decision-making. • Produced periodic marketing reports for senior management, detailing strategy progress and KPI metrics. • Improved customer acquisition rate by 48%, leading to a 15% increase in ROI on marketing activities. • Conducted market research to better understand key customer segments. • Launched new services like quick response team and meet and greet services and expanded into new markets with exceptional project planning.

02/12/2014 - 20/02/2016
Procurement Coordinator (Analyst) [Karachi International Container Terminal]
• Direct procurement, indirect procurement, and services procurement -Create BOQ/SOW -Expedite procurement process of PR conversion to Purchase Order -Create commercial contracts with a discussion of Hongkong office -Prepare relevant reports including, but not limited to,rate comparisons, pending PR/PO status reports, and existing contract updates. • Analysis of quotations before submitting a final report by using SAP, Maximo and Microsoft Excel • Collaborated with technical experts in managing contracting and vetting processes for issued tenders. • Worked with department heads to determine requirements for procurement activities. • Communicated outcomes of tendering processes to tenderers using official channels. • Delivered tactical cost savings by negotiating advantageous terms and conditions for new contracts. • Reviewed proposals and submitted reports to procurement heads for selection. • Coordinating with warehouses and finance department daily.

13/02/2013 - 30/11/2014
International Business [ICS Group, AJM Pharma]
• Foreign and local trips to engage with clients, Sales forecasting, product costing, CNF prices, import price negotiation for clients • Market research and analysis, seeking new-to-market molecules, Examining product portfolios. • Maintained client records in bespoke CRM systems, ensuring streamlined data processes for maximum efficiency. • Generated leads to bring in new client revenue and improve bottom-line profitability. • Contacted and converted potential customers via telephone, email and in-person enquiries. • Prepared and delivered winning client proposals, business presentations and sales pitches to executives.

06/05/2024 - 06/05/2025
Data Analyst [Abrdn]

· Collect, Clean, Analyse, and find the patterns in data or datasets, making decisions on outcomes.

· Play with data through different programming tools like power query, azure dashboard, Power bi, Snowflake, salesforce etc.

· Seeking new opportunities to make data more effective and accurate

· Receiving data from different countries and regions through data cloud and visualise it accordingly.

EDUCATION

University of Essex -- MSC: Applied Data Sciences (15/01/2022 - 15/03/2023)

Dissertation on Sentiment Analysis of 2020 US election tweets data- A Machine Learning Approach -Research on Natural Language Processing on fake news - Modelling experimental and observational data in R language -Data Analysis and statistics with R - Machine learning and Artificial intelligence. - Databases and data processing with SQL

Hochschule Furtwangen University -- Masters in International Economics & Business (13/04/2019 - 15/05/2021)

- Dissertation on Trade and Growth, case study on G7 country-the paper on the same topic is presented at 37th EBES Conference in Berlin - International Financial Market and Institution - International Economics - International Business Strategy - Cultural Diplomacy - Conference of Berlin Wall 30 - From the Divided to the City of Freedom (Berlin, Nov 2019) - The Annual Conference on Cultural Diplomacy 2019- “Utilising Cultural Diplomacy to Foster Democracy, Advance International Law and Back Global Human Rights” (Berlin, April 2019)

Institute of Business Management -- Master of Science: Economics (26/04/2016 - 30/09/2018)

Dissertation on Causes and Effects of climate change in South Asia

Hamdard University -- MBA (15/01/2011 - 15/05/2013)

- Final Thesis on Trade Liberalisation in the Textile Industry of Pakistan. - Master Thesis shortlisted for the USAID Grant Program of 2013.

Hamdard University -- Bachelor of Business Administration (15/01/2007 - 15/12/2010)

Final Thesis on CRM practices in the banking sector of Pakistan

CERTIFICATES

06/09/2023 - 06/09/2023
Introduction to Amazon Kinesis Analysis

06/09/2023 - 06/09/2023
Introduction to Amazon Kinesis Streams

06/09/2023 - 06/09/2023
Getting Started with Amazon

06/09/2023 - 06/09/2023
EMR Getting started with AWS Glue

06/09/2023 - 06/09/2023
Advanced Microsoft Power BI

06/09/2023 - 06/09/2023
Python Essential Libraries

06/09/2023 - 06/09/2023
Power BI: Dashboard for Beginners

06/09/2023 - 06/09/2023
Tableau For Data Analytics

06/09/2023 - 06/09/2023
Microsoft: Introduction to Html, CSS and Java Script Web Development

06/09/2023 - 06/09/2023
Anti-Bribery and Anti-Corruption

06/09/2023 - 06/09/2023
Competition Law