

Umer Mehmood

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LinkedIn: <https://www.linkedin.com/in/umer-mehmood-data-analyst-digital-marketing-expert>

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EDUCATION

University of Lahore (UOL)

Bachelor of Science in Computer Science

Sep 2020 – July 2024

Forman Christian College (FC)

Intermediate (Pre-Engineering)

Mar 2018 – May 2020

WORK EXPERIENCE

Quaid Ventures

Development and Performance Manager

- Led business analysis, translating key requirements into actionable plans, improving project efficiency by 15%.
- Conducted thorough audits of websites to ensure alignment with business objectives and optimal user experience.
- Reviewed and refined performance strategies, contributing to a 2 Million increase in sales.

Lahore, Pakistan

May 2024 – August 2024

Freelance

Marketing & Web Development Expert

- Increased US client sales by \$6,000 through targeted TikTok ad campaigns, enhancing reach and conversions.
- Oversaw outsourced projects, ensuring success through daily meetings and updates.
- Enhanced brand visibility and user engagement for US clients by implementing strategic marketing campaigns across various platforms.

Remote

Feb 2023 – Present

Project

Data Analyst

- Increased coffee sales of a store by 20% using Excel for detailed sales reporting and analysis.
- Enabled informed investment decisions for an Airbnb client using Tableau for comprehensive data visualization.

Remote

Feb 2024 – June 2024

Swift Style

Ecommerce end to end

- Achieved ₹8 lac in sales within 14 days with a 7x ROAS and 80% ROI.
- Managed end-to-end operations including FB and TikTok ad campaigns, scaling the product effectively, and customer support

Lahore, Pakistan

Nov 2023 – Dec 2023

LWWL

Auditor

- Increased sales by 15% by optimizing product listings and creative content across Shopify, Amazon, and WooCommerce.
- Boosted traffic and engagement through effective Facebook ad campaigns and streamlined key operational processes.

Lahore, Pakistan

Aug 2022 – March 2023

Ecomxpert

Team lead

- Achieved monthly sales of \$10,000 for new accounts through strategic planning and execution.
- Expanded client base from two to seven, diversifying services and increasing market reach.

Lahore, Pakistan

Feb 2021 – May 2023

CERTIFICATES

- Data Analytics Bootcamp - **Codeorg**
 - Amazon virtual assistant - **Enablers**
 - Digital Marketing and E-commerce - **Google**
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SKILLS

Programming: SQL (Advanced), Python (Intermediate), C++ (Intermediate)

Excel Tools: Pivot tables, Pivot Charts, Vlookup, VBA

Marketing: Meta Ads (Advanced), Tiktok Ads (Advanced), Google Ads (Intermediate), Search Engine Optimization (Intermediate)

Designing: Shopify (Advanced), WordPress (Intermediate)

Leadership: Team Building, Problem Solving, Project Management, Strategic Planning