Munira Huzefa Cochinwala Marketing Analyst

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Profile

Results-oriented Marketing Analyst with 2+ years of comprehensive experience in data analysis, market research, and strategic planning. Adept at leveraging analytics to drive business improvement and optimize marketing performance. Expert in utilizing various data visualization tools and statistical analysis techniques. Proven ability to interpret data trends and translate insights into actionable recommendations for business growth.

Skills

Google Analytics | Advertising | Digital Ads | Campaign Management | Marketing Strategy | Tableau

MS Excel | Data Analysis | Communication | Digital Marketing | Email Marketing | Product promotion

Market Research | Social Media Marketing | Competitive Analysis | ROI Calculation | Consumer Insights

Power BI | Search Engine Optimization(SEO) | Product Development Lifecycle | Go-To-Market Plans

Professional Experience

Marketing Analyst, *Enersys*   06/2023 – present | Remote, USA
- Conducted comprehensive market research to analyze key market trends, industry dynamics, and competitive landscapes.
- Utilized statistical models and forecasting tools to predict future market behavior and investment opportunities.
- Advised investment teams on potential risks and returns, aiding in the formulation of effective investments.
- Monitored and evaluated the performance of various investment portfolios, providing regular updates and recommendations for optimization.
- The investment strategies informed by the market analysis achieved a 15% year-over-year growth in portfolio.

Business Analyst, *MA Technologies*   01/2023 – 05/2023 | Irving, USA
- Developed business process evaluations, proactively identifying opportunities for enhancement, and expertly crafting and executing tailored solutions for our valued clients.
- Utilized Tableau and Power BI, Created dynamic, interactive dashboards, reports, and visualizations that unearthed invaluable insights into critical business metrics and performance indicators.
- Conducted meticulous analysis on designated projects, delivering insightful recommendations for optimal business solutions and providing hands-on support during implementation.
- Proficiently utilized programming languages including SQL and Python to seamlessly extract, transform, and load data from diverse sources.
- Developed automation queries ensured streamlined data processing and unwavering data integrity.

Catalog Quality Analyst, *Amazon*   06/2020 – 07/2021 | Bangalore, India
- Proficiently managed extensive datasets to uphold impeccable data accuracy within Amazon's catalog.
- Collaborated effectively with an international team based in Slovakia to conduct daily quality audits on product listings, achieving a remarkable 95% accuracy rate and driving a substantial 20% increase in conversion rates.
- Consistently maintained an accuracy rate exceeding 98% for product listings, ensuring stringent compliance with Amazon's rigorous catalog standards.
- Employed advanced analytical tools and techniques to vigilantly monitor product quality metrics, translating findings into comprehensive reports and presentations for senior management, facilitating informed decision.

Digital Media Analyst, *EchoVME Digital Marketing Services*   11/2019 – 03/2020 | Chennai, India
- Implemented Google Analytics tracking to optimize website performance, driving a 15% increase in website visitors within 3 months through targeted ad placement and maximized ROI.
- Organized social media campaigns for Ramco Industries, achieving a 20% growth in follower base across Instagram, Facebook, and Twitter through strategic ad utilization.
- Conducted comprehensive keyword research and executed effective SEO tactics, leading to a 25% surge in organic search traffic to the Ramco Industries website.
- Performed a detailed analysis of competitor social media tactics, proposed strategic adjustments, resulting in an 18% uptick in social media referral traffic to the website.

Education

Master of Science, *The University of Texas at Arlington*   08/2021 – 05/2023 | Arlington, USA
Information System

Graduate Certification, *The University of Texas at Arlington*   08/2021 – 05/2023 | Arlington, USA
Business Analytics

Bachelor's in Business Administration, *MOP Vaishnav College*   06/2017 – 05/2020 | Chennai, India