

Syed Atef Alvi

Unit#5, 909 Grey St. Regina, SK, S4T-5H1

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Summary Profile

Market Research and **Project Management** experience, combined with **Information Technology** background. Work experience includes managing marketing communication using multiple **Social Media** tools and techniques with strong presentation skills; and managing projects from ideation to implementation, including end-to-end project planning, scope definition, scheduling, and creating cost & performance metrics.

Education

Bachelor of Administrative Studies

Year of Graduation: Oct 2011

York University, Toronto, ON



Professional Experience

Revenue Services Analyst, City of Regina, Regina, SK

Sep '12 – Present

Working as an interface between the Assessment and Property Taxation Department and Information Services; responsible for ongoing system utilization and maintenance, upgrade initiatives, assessing divisional needs, identifying service delivery options, documenting systems requirements and assessing, selecting and implementing suitable software and process improvement solutions.

Responsible for:

- Acting as a technical liaison for the business area and external stakeholders.
- Developing queries/reports to meet business area needs.
- Reviewing and ensuring accuracy of financial data within the system application.
- Participating in the analysis of existing workflow processes, develop the required system policy and procedure documentation, and recommending solutions.
- Responding to complex customer inquiries and develop various public notifications.
- Participating in developing, maintaining, updating and testing of other corporate systems reliant on our data.
- Acting as a lead in special projects.
- Currently leading the mobile assessment project. Documenting and re-designing workflow processes to implement mobile assessment.
- Mentoring and facilitating the business area in the development of technical solutions

Digital Product Specialist, Leader-Post, Regina, SK

Nov '12 -Sep '12

Worked with the Advertising, Marketing and Sales to streamline digital products, while creating and developing new products.

Responsibilities:

- Identified opportunities to improve efficiency and performance
- Processed and analyzed all customer leads
- Coordinated mailers/e-blasts
- Produced reports and bulletins in dashboard format by aggregating and synthesizing information from various reports and web analytic tools (comScore, Adobe's Omniture, Google Analytics and other Mobile Analytic tools)
- Created and maintained materials to support sales team.
- Created reports and models based on competitive market prices.
- Trained sales staff with product portfolio knowledge.
- Collaborated to provide marketing support services.
- Translated market requirements into product capabilities.
- Provided post-implementation product support to customers.
- Assisted in analyzing application and product trends.

Performance Analyst, SaskTel, Regina, SK

Jul '12 – Nov '12

Worked with the Tech division on the EPIC project to create KPIs and Metrics to help forecast, highlight business decisions and streamline workflow. Responsibilities:

- Created macro enabled Dashboards
- Identified opportunities to improve efficiency and performance
- Analyzed data for trends and patterns to identify opportunities forecasting.
- Measured and reported on key performance indicators using defined criteria.
- Suggested creative and innovative ways to improve existing reports.
- Generated planning and scheduling deliverables including preparation of schedules, tracking of actual work against schedules, performing variance analysis studies, and updating of operating reports.
- Created dashboard for Chief Technology Officers (CTO)

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Knowledge Manager, SaskTel, Regina, SK

Feb '12 – Jul '12

Worked with the knowledge management team to create a highly effective and efficient knowledgebase for the customer support site. Developed overall strategy to generate traction with the customer base and evolve a technical community. Responsibilities:

- Created weekly Keywords search reports to improve the search ability
- Analyzed data to detect trends and emerging patterns
- Created performance reports, establishing KPIs and departmental benchmarks
- Created a presentation of site performance and achievements shared with all levels of management
- Forecasted overall company savings
- Made recommendation to areas of improvement
- Analyzed knowledgebase effectiveness by observing its usage and evaluated its impact in terms of the organizational benefits
- Created Excel macro to gather and format weekly performance report, reducing time spent by 70%

Computer Skills

Programs:

- Visual Basic for Applications
- mySQL & Access
- Advance Macro (Excel)
- MS Visio and Project

Graphic and Web Design:

- Photoshop & Illustrator
- InDesign & Flash
- HTML & CSS
- Wordpress & OpenCMS

Analytics:

- SPSS & Matlab
- Oracle 11g & SAP
- Sitecatalyst, comScore, Sysomos
Heartbeat & Google Analytics

Other Courses

Change Management - ADKAR model	Oct '13
Google Adwords – Introduction	Feb '13
Google Analytics - Advanced Analysis and Measurement	Jan '13
Google Analytics - Introduction & User Training	Dec '12
Excel Dashboards	Sep '12
Customer Service Training (Hudson's Bay Company)	Aug '12

Social Media Network



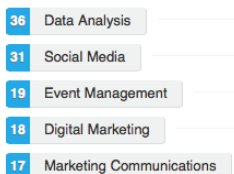
Strong understanding between listening and talking.



Average likes per post 3.36



Top 5 endorsed skills:



Membership and Accomplishments

CMA – Canadian Marketing Association.	Sep'06 - 2012
EGLP – Emerging Global Leaders Program	Jan 2011

Extra Curricular Activities and Volunteer Work

Active Volunteer, Christmas Cheer Fund, Leader-Post, Regina	Nov '12 – Present
Promoter for SaskTel, Career Fair at University of Regina, Regina	Oct '12
Server/Bartender, Mosaic, Regina	Jun '12
SaskTel NextGEN Volunteer, Bazzart MacKenzie Art Gallery, Regina	Jun '12
York Student Ambassador, York University, Toronto	May'07 – Aug'09
Orientation Leader, McLaughlin College, York University, Toronto	Jun'05 – Sep'10

References and Background Check

Available upon request.