

Syed Atef Alvi

Marketer | Analyst | Designer

103 – 137 Isabella St.
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Summary Profile

- Business analyst with over 6+ years of experience in fast pace environments with a solid understanding of Predictive analytics, the ability to synthesize and analyze complex information.
- Excellent interpersonal skills developed through collaborative efforts and commitment to communicate effectively with others to achieve project goals.
- Strong analytical & problem solving skills enhanced through work experience both in private & government sectors.
- Enthusiastic individual capable of energizing team projects & bringing diversity to the team dynamic.

Professional Experience

Senior Business Analyst

Rogers Communications, Toronto, ON

Jul'16 – Present

Assisting with enterprise analysis for planning and scoping several inter-related initiatives; helping senior-level business stakeholders make informed decisions about which initiatives to tackle:

- Develop SSRS reports and configure SSRS subscriptions per specifications provided by internal and external clients and created automated reporting.
- Gathered business requirements and converted it into SQL stored procedures for database specific projects and presented program performance to executives and stakeholders.
- Prepare reports, Dashboards and related technical documentation with Micro Strategy tools.
- Continuous process improvement by questioning status quo and implementing the Eliminate > Simplify > Automate framework.
- Integrated multiple logical data models into a single data model and implemented data governance and proper data life cycle management.
- Created BI Data Cube in SSAS with well-defined data hierarchy and reference dimension relationships
- Responsible for 12000+ employees monthly payments with cash payouts of average half a million.

Digital Commerce Specialist

Rogers Communications, Toronto, ON

Jul'15 – Jul'16

Provided knowledge base and business intelligence support to multilevel stakeholder and created synergies across all lines of businesses in e-commerce:

- Liaising between Business Strategy, UX, Design, and Digital Optimization teams, to create optimized customer interaction based on A/B Testing for upcoming services; managed knowledge on customer behaviour.
- Consulted with campaign managers on web analytics and ad-hoc analysis gathered from Omniture & recommended performance enhancing solution to increase revenue and market penetration.
- Composed Business cases, User Acceptance Test (UAT) documentation to Quality Assurance (QA) on IT team deliverables and created Project plans and Delivery schedules.
- Implemented user friendly page to survey future customer needs for 4K programming and captured 10K potential leads for Call center within 2 months.

Revenue Services Analyst

City of Regina, Regina, SK

Sep'13 – Jul'15

Worked as an interface between the Assessment and Property Taxation Department and Information Services; developed and launched digital tool to streamline workflow:

- Forecasted annual risk assessment and budget analysis using qualitative techniques, time series analysis and projection models; additionally, ensured regular maintenances and content updates for the City of Regina Taxation web page.
- Collaborated with the IT department to develop mobile assessment tool based on agile software development life cycle (SDLC)
- Launched mobile assessment tool by consolidating data security, privacy policy, legal, IT and business requirements.

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Digital Product Specialist

Postmedia Network Inc. (Leader-Post), Regina, SK

Nov '12 - Sep '13

Worked with the Advertising, Marketing and Sales to develop and improve digital assets and find new markets based on product trends:

- Empowered sales strategies to recruit and manage clients using analytics driven intelligence.
- Gathered Customer behavior data from various reports and web analytic tools (comScore, Adobe's Omniture, Google Analytics and other Mobile Analytic tools like Appsee and Amplitude).
- Identified opportunities to improve on traffic to subsidiary website by creating responsive design, identifying gaps and strategically place Ad units (DoubleClick - DFP).
- Create data driven strategies with a customer centric approach to improve engagement. Utilized DMAIC framework, took requirements, defined the metrics, measured, analyzed and improved overall engagement.
- Create compelling strategic marketing presentation including surveys and competitor analysis to advice product development team with upcoming new products and potential avenues of interest.

Performance Analyst

SaskTel, Regina, SK

Jan '12 – Nov '12

Contract

Generate and monitor key performance indicators (KPIs) and Metrics to highlight business decisions and streamline workflow:

- Evaluated effectiveness of self-serve content visibility for the customers for telco services by monitoring KPI from various sources which include call and chat volume to customer service representatives (CSR), onsite search, trending articles and forum actives. Consolidated gathered data to generate excel based macro dashboard to visualize trends.
- Created Self-Serve User guides resulting in call reduction to CSR by 20%-30% on topics related to Travel (C\$117K in 76 days), Holiday (\$189K in 37 days) and Outage Alert (\$400K in 4 months) cost savings.
- Planned and scheduled of project deliverables from external contractors including preparation and management of timelines to meet deadlines; evaluated KPIs (CTD, CTP, CTQ) based on deviation in the work back schedule.
- Review end to end processes to identify performance improvement opportunity.
- Created consolidated dashboard for Chief Technology Officers (CTO) to summarize overall monthly performance to support critical business decisions.

Education

MicroStrategy Certified Reporting Specialist

MicroStrategy

Certification date: April 2018

Bachelor of Administrative Studies (Marketing)

York University, Toronto, ON

Year of Graduation: Oct 2011

Computer Skills

Programs:

- VBA & DAX
- Python
- MS Visio & Project
- MDX

Database:

- MS SQL Server
- Oracle 11G
- MongoDB
- MySQL

Analytics:

- Adobe Marketing Cloud
- Google Analytics
- MSBI
- MicroStrategy & Tableau

Others:

- Photoshop & Illustrator
- HTML & CSS
- Wordpress & OpenCMS
- JIRA & Confluence