

HASIN AHMED

RESEARCH//

DESIGN//

DATA//

SKILLS

Visual Design

PowerPoint, Axure RP
Illustrator, InDesign
Photoshop, Lightroom

Survey Design

Qualtrics, Survey Monkey

Data Analysis

Excel, SPSS
Tableau, R, SQL
ArcGIS, CartoDB

Web & Analytics

HTML, CSS, JavaScript
Google Analytics, Mixpanel

E-Newsletter

MailChimp, Constant Contact

CMS

WordPress, Drupal, Joomla

CRM

Salesforce

LANGUAGES

English, Bengali, Hindi
Urdu, Spanish (Intermediate)

EDUCATION

BBA - International Marketing

Pace University, New York
2010 - 2014

MA - International Affairs

The New School, New York
2014 - 2016

CONTACT

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www.HasinAhmed.org 

(347) 651-2442 

PROFILE

Data & Design professional with a multidisciplinary background

- 6+ years of graphic design experience
- 4+ years digital marketing experience
- 3+ years of data analysis & survey design experience

View full employment history on [LinkedIn](#)

EXPERIENCE

Cefriel

Consultant | Strategist / Feb 2017 - Present / New York, NY

- Work with clients such as P&G, United Rentals, Acosta
- Serve as on-site project manager and lead design workshops
- Design and conduct UX surveys/interviews with various stakeholders
- Design and program hi-fi consumer facing prototypes for user testing

Bella Communities

Member of Advisory Board / March 2014 - Present / New York, NY

- Create adWords campaigns to target low-income property owners
- Design email marketing campaigns via Mailchimp
- Assist with the design process of a new website
- Design various marketing/informational pieces

Center for Student Success, The New School

Data Analyst / October 2014 - August 2016 / New York, NY

- Create custom reporting dashboards for managers/directors on hyperion (Oracle BI client)
- Design and analyze alumni outcomes surveys for graduating classes of 2014, 2015, 2016
- Query and analyze data points from multiple CRM platforms and SQL databases
- Establish KPIs for the various departments of Student Success

OnDeck

Marketing Attribution / October 2014 - February 2015 / New York, NY

- Analyze and match loan data to direct marketing campaigns
- Run SQL queries to join and match data points
- Search various loan data from Salesforce
- Analyze web analytics using Mixpanel