
Syed Rafay

FORT WORTH, TX 76137

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Summary

Qualified Business Intelligence Analyst versed in data mapping and user acceptance testing to solve complex problems in high-pressure environments. Activates strong analytical skills to investigate trends in large amounts of data and formulate conclusions based on findings. Excels at cultivating, managing, and leveraging client relationships to foster extended engagements and business opportunities.

Skills

- Technical Analysis
- Simulation Modeling
- Database Maintenance
- Project Management
- Search Engine Optimization
- Software Development Life Cycle (SDLC)

Experience

04/2023 - Current **Central alps** — Arlington, TX

Marketing Manager

- Developed social media marketing strategies to help brand company and increase sales.
- Prepared and sent proposals to prospective clients.
- Developed and supervised marketing campaigns and events to maximize income and achieve audience targets.
- Represented company at local and trade association meetings to promote products.
- Coordinated marketing events for showcasing product and service offerings.
- Analyzed data from pre and post-event surveys to measure success of campaigns.
- Tracked performance metrics associated with each campaign using analytics tools like Google Analytics.
- Negotiated contracts with third party vendors for providing services related to experiential marketing initiatives.
- Created and executed event concepts, including budgeting, staffing, scheduling, logistics, and post-event follow-up.

04/2020 - 04/2023 **MCK Lees Wholesale** — Haltom City, TX

Marketing Specialist

- Organized development and implementation of diverse marketing videos, social media posts and blogs.
- Engaged with social media followers and promoted products and events through giveaways and promotional sales.
- Managed social media platforms and utilized metrics to increase engagement and campaign performance.
- Conducted research and analyzed trends to identify new marketing opportunities and audiences.
- Collaborated creatively to develop brand content, enhancing identity and engaging audience.

Education and Training

Expected in
12/2024

The University of Texas At Arlington Arlington, TX
Bachelor of Science: Management Information Systems

Certifications

- Certified AI -Powered Shopping Ads, Google
- Certified in Google Ads Display
- Google Analytics Certification

Languages

- English - Bilingual
- Urdu - Bilingual