

Syed Faizan Razzaque

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PROFESSIONAL SUMMARY

A professional Computer Science Engineer with a strong foundation in digital marketing and front-end development, currently transitioning into data analytics. Skilled in tools such as MySQL, Power BI, Excel, and Tableau to extract insights and support strategic decision-making.

Experience includes data-driven projects like the Zomato Expansion Plan and Social Media Analysis, focused on transforming raw data into actionable business strategies. Committed to leveraging analytical expertise to contribute effectively in data-focused roles and drive measurable outcomes.

EDUCATION

Bachelor of Technology (Computer Science) G H Raisoni College of Engineering	2021 - 2024 Grade: 7.7/10.0
Diploma Anjuman Polytechnic	2019 - 2021 Grade: 87.68%
Intermediate (Class XII) Modern School	2018 - 2019 Grade: 68.0%
Matriculation (Class X) Modern School	2016 - 2017 Grade: 7.6/10.0

EXPERIENCE

Strategy and Operations Lead (Product-Focused) April 2025 - Present
Liftkartz *Nagpur*

- Lead strategy and operations at **LiftKartz**, with a strong focus on building scalable, tech-enabled products.
- Translate on-ground operational insights and customer realities into clear product and engineering direction.
- Own end-to-end operations strategy, including process design, performance optimization, and scalability planning.
- Partner closely with product and engineering teams to define requirements, prioritize features, and influence roadmap decisions.
- Act as a bridge between business, operations, and technology to drive cross-functional execution and alignment.
- Ensure operational feasibility and execution readiness of growth initiatives.
- Establish, monitor, and analyze key operating metrics across efficiency, cost, throughput, and service quality.
- Support leadership in strategic planning, unit economics, and decision-making.
- Continuously identify opportunities for automation, process improvement, and systemization to enable sustainable scale.

Digital Marketer December 2024 - March 2025
Neave Tech *Nagpur*

- Planned and executed digital marketing strategies for hospitals and medical colleges, resulting in up to **60% increase in admissions** through qualified lead generation.
- Developed and managed targeted social media campaigns across Facebook, Instagram, and LinkedIn, enhancing brand engagement and patient trust.
- Conducted detailed SEO audits and implemented on-page and off-page strategies, significantly improving website traffic and search visibility.
- Collaborated with clients to design customized marketing plans aligned with healthcare-specific goals and compliance standards.
- Monitored campaign performance using tools like Google Analytics and Meta Ads Manager, providing actionable insights to optimize ROI.
- Worked closely with design and content teams to maintain consistent brand identity and deliver patient-focused messaging across platforms.

Digital Marketing Head February 2024 - December 2024
Lata Mangeshkar Hospital *Nagpur*

- Developed and executed comprehensive digital marketing strategies to boost the hospital's online visibility and patient engagement.
- Led a team in creating compelling content across social media, website, and digital platforms.
- Managed and optimized the hospital's social media channels to increase reach and interaction.
- Oversaw website performance, ensuring SEO best practices and user experience optimization.
- Planned and implemented targeted online advertising campaigns to promote healthcare services and initiatives.

Co-Founder & Head of Operations August 2021 - January 2024
Webster Technologies *Nagpur*

- Co-founded an IT services company and led core **operations and execution strategy**.
- Served as a **key decision-maker** for business, operational, and delivery-related initiatives.
- Managed client engagements, internal workflows, and cross-team coordination.
- Drove process improvements to support efficiency and business growth.

INTERNSHIPS

Front-end Developer June 2023 - December 2023
Clustor Computing *Nagpur*

- Designed and developed responsive UI components for a **Banking Management Web Application** using **HTML5, CSS3 (SASS/LESS)**, and **JavaScript**.
- Built dynamic and user-friendly interfaces using **React.js**, integrating **MUI** and **Recharts** for data visualization and seamless user experience.
- Collaborated with the backend team to ensure smooth API integration and consistent data flow.
- Focused on mobile-first design and cross-browser compatibility to enhance usability and performance.

- Participated in code reviews and UI optimization to improve load times and accessibility.

PROJECTS

Zomato Expansion Plan ([Github](#)) ([Demo](#))

December 2024

- Analyzed Zomato's city-wise operational data using **Advanced Excel** functions such as VLOOKUP, pivot tables, and data filtering to identify key performance trends.
- Cleaned and processed raw datasets to remove inconsistencies, ensuring accuracy and readiness for analysis.
- Built an interactive **dashboard** to visualize insights on restaurant density, user engagement, and potential expansion zones.
- Developed a data-driven **expansion strategy** by comparing regional metrics like customer base, order frequency, and competition levels.
- Presented findings through a **professional PowerPoint report**, highlighting strategic recommendations backed by data insights.

Social Media Analysis Project Using My SQL ([Github](#)) ([Demo](#))

December 2024

- Extracted and processed large volumes of **social media data** using **MySQL** to uncover user behavior patterns, engagement trends, and content performance metrics.
- Wrote complex SQL queries involving **JOINS, GROUP BY, and subqueries** to segment data by demographics, platform, and interaction type.
- Cleaned and structured raw data to ensure accuracy and consistency for analysis and visualization.
- Derived actionable insights such as peak engagement times, top-performing content types, and audience sentiment trends.
- Created **insight-driven PowerPoint reports** to present findings in a visually clear and business-focused format for stakeholders.

CERTIFICATIONS

The Forge (Deloitte Australia - Data Analytics Job Simulation) The Forge (Deloitte Australia - Data Analytics Job Simulation) ([Link](#))

April 2025

- Completed a structured virtual internship simulating real-world Deloitte data analytics projects.
- Conducted data cleaning, transformation, and visualization using Excel and Tableau.
- Derived actionable insights from client data and presented business recommendations in a consulting-style format.
- Strengthened skills in critical thinking, storytelling with data, and professional communication.

Professional Certificate Course in Data Science Newton School

August 2024

- **Basic Mathematics** for data analysis, including percentages, ratios, averages, and logical reasoning
- **Microsoft Excel** for data cleaning, analysis, formulas, pivot tables, and basic automation
- **SQL** for querying databases, filtering data, aggregations, joins, and subqueries
- **Power BI** for data visualization, dashboard creation, DAX basics, and business reporting
- **Placement Focus Skills**, including problem-solving approach, interview preparation, and practical use cases

SKILLS

Computer Language: C++, CSS, HTML, Java, JavaScript, Python, SQL

Courses: Data Structure

Soft Skill: Decision-making, Presentation Skills, Team Building, Teamwork, Time management

Databases & Data Tools: Excel, MySQL, Power BI

Cloud & DevOps: Virtualization

Domain & Business Skills: Email Marketing

Frameworks & Libraries: Bootstrap, Microsoft Office