

# Syed Faizan Razzaque

[LinkedIn](#) • [Github](#)

## 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

---

<b>Bachelor of Technology</b> (Computer Science) G H Raisoni College of Engineering	2021 - 2024 Grade: 7.7/10.0
<b>Diploma</b> Anjuman Polytechnic	2019 - 2021 Grade: 87.68%
<b>Intermediate (Class XII)</b> Modern School	2018 - 2019 Grade: 68.0%
<b>Matriculation (Class X)</b> 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 Forage (Deloitte Australia - Data Analytics Job Simulation)

Job Simulation) ( [Link](#) )

The Forage (Deloitte Australia - Data Analytics  
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.

- **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 Languages:** Python, SQL, Java, HTML, CSS, JavaScript, C++, SQL, Python

**Data Tools:** Power BI, Power BI

**Software Packages:** Virtualization, Bootstrap, Excel, MySQL, Excel

**Additional Courses:** Data Structure

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

**Others:** Email Marketing, Microsoft Office