

SAUD QURESHI

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LinkedIn: [linkedin.com/in/saudqureshi2711](https://www.linkedin.com/in/saudqureshi2711) | Portfolio: www.saudqureshi.com | GitHub: [meadow-co-marketing-analytics](https://github.com/meadow-co-marketing-analytics)

SUMMARY

Entry-level Marketing Analyst with an MSc in Digital Marketing and hands-on experience using SQL, Power BI, DAX, Python and Excel to clean, model and analyse marketing data. Built an end-to-end analytics project integrating 5 marketing data sources into a MySQL data model and Power BI dashboard, using statistical testing to evaluate an A/B test and support a data-backed budget recommendation. Experienced in marketing performance analysis, customer segmentation and digital analytics. Google Analytics 4 and Google Ads Search certified.

PROJECTS

Meadow & Co - Marketing Analytics

SQL | MySQL | Power BI | DAX | Python | Excel

- Built an end-to-end marketing analytics solution for a simulated London-based DTC skincare brand, analysing 5 siloed data sources and 40,000+ rows across January 2025–June 2026.
- Cleaned and reconciled marketing data using Excel and MySQL, standardising channel data and developing a star-schema data model for downstream analysis.
- Developed a 5-page Power BI dashboard with 19 DAX measures covering channel ROAS, RFM customer segmentation and funnel performance by device.
- Conducted a two-proportion z-test in Python to validate an email A/B test, finding a 56% observed conversion-rate lift was not statistically significant ($p = 0.069$).
- Identified Meta Ads at 0.75 ROAS versus Affiliate at 5.30 ROAS, accounting for customer-segment value, and recommended a ~£2,615 quarterly budget reallocation toward channels demonstrating stronger paid-media efficiency. ([View on GitHub](#))

Additional Academic Projects

- Customer Persona & Journey Map:** conducted mixed-method research using a 150-person survey, social listening and qualitative interviews to develop a customer persona and journey map with stage-level KPIs.
- Content Marketing Strategy:** built a 12-month omnichannel strategy targeting a 25% increase in social reach and 18% sales growth, using audience segmentation, SEO, email marketing and KPI measurement.
- Dissertation:** analysed Instagram vs. TikTok purchase intent among UK young adults using a 124-person survey and chi-square testing.

EXPERIENCE

Social Media Coordinator (Social Media Support)

17 on Sloane

Sep 2024 – Present

Knightsbridge, London, UK

- Grew Instagram following from approximately 8K to 12.9K through original content, photography, copywriting and consistent publishing.
- Developed and scheduled content promoting food, drinks and lounge experiences, supporting the venue's premium Knightsbridge positioning.
- Expanded the content library from approximately 60–70 posts to 132, improving consistency across ongoing promotional activity.
- Managed customer enquiries and audience engagement through Instagram DMs, supporting customer interactions and potential visit conversions.

E-commerce Marketing Intern

Kooh Eco Store

Apr 2022 – Jan 2023

Ahmedabad, India

- Maintained 500+ product-level sales records in Excel using Product IDs to support sales tracking and reporting.
- Prepared and managed 1,000+ product listings across B2C and B2B e-commerce platforms, ensuring accurate and consistent product data.
- Conducted B2B lead generation using Apollo.io by researching prospects and building targeted contact lists for email outreach.

Campus Ambassador

Tencha

Feb 2022 – Mar 2022

Ahmedabad, India

- Analysed client data using Excel PivotTables, VLOOKUP and XLOOKUP to support data management and reporting.
- Created and segmented email marketing campaigns using HubSpot CRM based on audience characteristics.
- Analysed campaign performance using Excel and web analytics data and presented findings to stakeholders.

SKILLS

Data & Analytics: SQL, MySQL, Power BI, DAX, Python, Pandas, Excel, PowerPoint, Data Cleaning, Data Modelling, Statistical Testing, A/B Testing

Marketing Analytics: Marketing Performance Analysis, ROAS/ROI Analysis, Customer Segmentation, Funnel Analysis, CRM Analytics

Marketing Tools: Google Analytics 4, Google Ads, HubSpot, Looker Studio, Apollo.io

EDUCATION & CERTIFICATIONS

MSc Digital Marketing, University of West London

Sep 2024 – Sep 2025

Bachelor of Business Administration (BBA) Marketing, GLS University

Jun 2020 – Jul 2023

Certifications: Google Analytics 4 - Certified | Google Ads Search - Certified