**SHIREEN HASSAN**

**Phone#**:(+1) 647-6299140 | **Email:** lasi.shireen@gmail.com | **LinkedIn**: https://www.linkedin.com/in/shireenh/

**SUMMARY OF QUALIFICATIONS**

Solutions-driven and detailed-oriented Business Analyst with over 3+ years of experience leading cross-functional teams in the development, documentation, and delivery of projects while attaining business goals

* Master of Data Science and Postgraduate in Project Management with a firm understanding of project methodologies, SDLC and data analysis
* Started up a venture with two friends during my bachelor’s degree which flourished within 6 months with 10 contracts signed
* Demonstrated ability to lead teams that achieved outstanding results two weeks ahead of schedule and increased productivity of project completion by 17% for CityShield
* Proficient in Microsoft Office suite including 365, Excel, Word and PowerPoint
* Proficient in UX and UI design prototyping tools including Figma, Lucidchart, Canva and Proto.io
* Intermediate proficiency in Python, R, SQL, and data visualisations including Power BI and Tableau
* Moved 100% of staff to UKG platform within three weeks of implementation, resulted in a reduction over time to 20%

**WORK EXPERIENCE**

**Project Manager - Intern**

Innovate Cites, Toronto, Canada 2023

* Conducted requirements gathering sessions with cross-functional teams, that led to an improved comprehension of business needs and objectives for the CityShield project
* Enhanced the project clarity by transforming business requirements into technical specifications to ensure accurate implementation
* Coordinated end-to-end project lifecycle by facilitating stakeholder meetings and gathered feedback for effective communication
* Developed training materials including process flow diagrams and user guides as a team to ensure smooth user adoption of new systems
* Adopted agile methodologies that included sprint planning, backlog grooming and daily stand-ups which accelerated the delivery of projects

**Administration Officer**

Calvary Health Care, Melbourne, Australia 2021 - 2022

* Transitioned 100+ staff members from a paper-based Rostering System to Employee Self-Service Portal (EES - UKG) that minimized the issue of vacant shifts and over-time by 80%
* Initiated a customer service strategy by reaching out to customer which helped in attaining 90% occupancy rate
* Handled customer requirements and address inquiries by regularly checking updates on the CRM system, resulting in higher customer satisfaction rate
* Maintained up-to-date records, including financial documents and correspondence that guaranteed convenient document retrieval for audits and appraisals
* Acted as a liaison between departments by facilitating effective communication and collaboration to support projects like EES implementation with a success rate of 90%
* Handled sensitive and confidential information with discretion while interacting with staff member and customer
* Assisted in the recruitment process by managing candidate hiring process and supporting new employee onboarding that led to a smooth and efficient hiring process.
* Resolved administrative issues and challenges by adapting to changing circumstances, to maximize staff productivity

**Data Analyst Subject Matter Expert**

TAFE Queensland, Melbourne, Australia 2020 - 2021

* Transformed complicated data analysis concepts into concise training material while seamlessly incorporating visual aids and evaluations to ensure a cohesive learning experience
* Developed easy-to-follow guides that facilitated students to apply statistical analysis techniques using industry-standard software tools
* Created data-driven scenarios and case studies to encourage analytical thinking and enhanced depth of understanding in data manipulation
* Collaborated with multimedia experts to produce high-quality graphic content to demonstrate data analysis concepts, which boosted the overall learning experience by 40%
* Participated in regular meetings with quality assurance testers greatly helped in smooth integration of instructional objective into the learning program
* Created design templates to optimize the development process and to ensure consistent quality across all courses

**Data Analyst**

East West Trading Corporation, Karachi, Pakistan 2018 - 2019

* Gathered, prepared, and validated large datasets for investigation conforming data accuracy and reliability at analysis stage.
* Engaged in exploratory data analysis (EDA) to recognize trends and outliers, which contributed significantly to actionable insights regarding oil import dependency
* Generated and maintained interactive dashboards using tools like Data Studio and Power BI to visualise KPI like; import cost fluctuations, imported quantity, policy impact and facilitated in data-driven decision-making
* Created SQL queries to extract, transform and load (ETL) data from various sources to support the data preparation process that improved efficiency by 20%
* Constructed detailed reports and visualizations to communicate analytical findings to non-technical stakeholders to facilitate their understanding of complex data insights
* Participated in data quality assessments and data validation processes that guaranteed data consistency and integrity

**Business System Analyst**

Expando, Karachi, Pakistan 2016 - 2017

* Monitored project progress, facilitated internal communication and managed project/client database which helped optimize operations for the new venture
* Identified areas of improvement in business processes and proposed database management system to be connected to the web interface using MS SQL
* Collaborated with development teams to translate business requirements into technical specifications, to create Work Breakdown Structure (WBS) and to estimate durations to meet each project deadlines
* Contributed to A/B testing initiatives that helped optimize website layout and user experience, triggering a substantial 20% increase in conversion rates
* Managed the complete project lifecycle, from initiation to conclusion while keeping client informed throughout the process which increased efficiency by 10%.
* Led user acceptance testing (UAT) efforts, coordinated with end-users to validate system functionality and troubleshoot issues that significantly minimized 20% post-implementation defects

**IT Trainer**

Institute of Business Administration, Karachi, Pakistan 2017

* Developed comprehensive course materials and hands-on exercise which helped convey complex technical concepts in an engaging manner.
* Utilized blended learning approaches, incorporated multimedia elements including videos and interactive simulations, that resulted in 30% growth in student engagement.
* Evaluated training effectiveness through post-training assessments and surveys that improved the quality of training material and delivery of content
* Led instructor-led training (ILT) sessions, ensuring participants' understanding through interactive discussions, Q&A sessions and hands-on practice which resulted in 15% increase in retention of students
* Collaborated with cross-functional teams, including developers and subject matter experts, reflected on the training content to incorporate up-to-date software features and functionalities
* Provided one-on-one coaching and support to individuals seeking additional assistance with technical concepts to promote confidence in students
* Played a key role in creating a positive and inclusive learning environment, fostered active participation while encouraging open communication among participants

**EDUCATION**

**Post Graduate Certificate in Project Management I.T**, Seneca College 2022 - 2023

**Master of Data Science**, University of Melbourne 2018 - 2019

**Bachelor of Computer Science**, Institute of Business Administration 2013 - 2016

**COMPUTER SKILLS**

**Tools**: Big Query, Data Studio, Power BI, Tableau, Prototyping tools (including Figma, Lucidchart, Proto.io), Project Management tools (including Slack, ClickUp and Monday.com), UKG(Kronos) Microsoft Office suite including 365, Excel, Word and PowerPoint,

**Languages**: R, Python, SQL

**COMMUNITY INVOLVEMENT**

**The Ismaili Volunteer Community,** Canada 2018 – Present

* Prepared and delivered lesson plans for grade 3 students in community school on Saturdays.
* Facilitated community members, including the elderly, children and those in need by offering support.

**The Ismaili Volunteer Community,** Australia 2018 - 2022

* Managed in community events such as fundraisers, clean-up drives, health awareness campaigns and cultural celebrations.
* Shared knowledge and talents to empower community members, facilitating workshops and educational sessions.

**Group Guide Leader (Volunteer), Girl Guides/Scouts Association**, Pakistan 2013 - 2018

* Planned and executed community projects, ranging from environmental initiatives to Health and Sanitation.
* Promote awareness of social issues and worked towards advocating for positive change within the community.
* Empowered Women by training them life skills, providing them leadership opportunities and encouraging them to participate in social service projects.

**Appendix – Professional Development**

**PROJECT WORK:**

**Increase International Student Mobility Mar 2019 – Nov 2019**

**Data Science Industry Project (Masters)**

* Determined macroeconomic factors that contribute to the decision to study abroad, which factors impact on the choice of destination and what impact governments predisposition to sponsor student’s education overseas.
* Collected data for various macroeconomic factors from authentic open data sources, followed by thorough data exploration and analysis.
* Applied Generalised Linear Model for student count data and Discrete Choice model were built to reinforce conclusions drawn during exploration phase.

**Tools used:** Google Cloud Big Query and Data Studio, Model using Lasso Regression, etc.

**Automated Fact Verification Sept 2018 – Oct 2018**

**Web Search and Text Analysis (Masters)**

* Built a verification system to automatically validated whether a claim is true, false or unverifiable based on the information in a large text corpus.

**Tools used:** Xapian, Machine learning algorithms such as Gradient Boost, Random Forest Classifiers and AllenNLP Textual Entailment feature.