

# MOHAMMED FAHEEM KP

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## PROFESSIONAL SUMMARY

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MBA graduate specializing in Marketing and Business Analytics with hands-on GCC experience in CRM-driven customer segmentation, sales pipeline analysis, and data-informed campaign strategy. Skilled in translating customer interaction data into actionable marketing insights. Seeking an entry-level Marketing, Business Development, or Customer Relationship role to drive measurable business growth.

## WORK EXPERIENCE

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### Business Analyst Intern | Ultra Stream Technologies LLC — Dubai, UAE

February 2026 – Present

- Analysed 500+ monthly customer interactions using Double Tick CRM, identifying behavioural trends that informed a targeted re-engagement campaign strategy
- Segmented 100+ weekly inbound queries by intent and funnel stage, enabling the marketing team to tailor content that improved lead nurture relevance
- Tracked conversion metrics across four pipeline stages, producing weekly dashboards that helped sales leadership prioritize high-intent prospects
- Identified three recurring customer pain points through data analysis, proposing UX and messaging improvements that contributed to a measurable reduction in support ticket volume
- Collaborated cross-functionally with sales, support, and marketing teams to align brand messaging across customer-facing touchpoints, strengthening overall brand consistency

## EDUCATION

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### MBA – Marketing & Business Analytics

Acharya Institute of Graduate Studies, Bengaluru, India | 2023 – 2025 | CGPA: 80.18%

### BSc Biotechnology

EMEA College of Arts and Sciences, Kondotty, India | 2018 – 2021 | 75%

## CERTIFICATIONS

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**Decision-Making** — Arizona State University via Coursera | April 2024

**Digital Marketing Program** — CDA Academy, Calicut | March 2025 – Present

Coursework includes SEO/SEM strategy, Google Ads campaign management, social media marketing, and portfolio development ([faheemstrategist.com](https://faheemstrategist.com)).

## SKILLS

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**Digital Marketing:** SEO, SEM, Google Ads, Email Marketing, Social Media Marketing, Content Planning, Marketing Automation

**Analytics & Tools:** Google Analytics 4, Google Search Console, MS Excel (Advanced: Pivot Tables, VLOOKUP, Data Visualization), Double Tick CRM, Canva, PowerPoint

**Strategy:** Market Research, Consumer Behaviour Analysis, Brand Positioning, Campaign Planning, B2B Marketing, B2C Marketing

**Soft Skills:** Creative Thinking, Cross-Functional Collaboration, Communication, Leadership, Adaptability, Attention to Detail

## LANGUAGES

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English (Fluent), Hindi (Proficient), Malayalam (Native), Arabic (Read & Write)

**Nationality:** Indian | Immediate Joiner