

Tahsin Nakib Talukder

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🌐 <https://github.com/TahsinNakibTalukder> 📄 https://tahsinturjo.com/about_me/

Career Summary

Marketplace Performance Analyst
FREE NOW

Berlin, Germany
November 21- May'22

- Generated and monitored reports in Excel and PowerPoint on Market Share, Reach & Aggressiveness of competitors, Churn reduction, Budget steering, and CPN guidance.
 - Wrote and modified SQL queries for generating required tables for Active passenger and driver trend analysis.
 - Created and launched Ad campaigns in GAME for Ireland, UK, Greece, Italy, and Romania markets for both supply(Driver) and demand(Passenger) sides.
- Tools I used: PostgreSQL, GAME, OKTA, MS Excel, Tableau.

Marketing & Sales Analyst
Großjungig

Berlin, Germany
August'21 – November'21

- Optimized and Analyzed different marketing channels for better performance (SEO).
 - Monitored web analytics metrics (PPC, CPA, CPL, CPM, bounce rate, traffic) and created dashboards for daily reporting.
 - Scraped required websites for competitor and market trend analysis.
- Tools I used: Python, MS Excel, Google Analytics, Google Ads, Tableau.

Education

Otto-von-Guericke-Universität

present

MSc in International Management Marketing & Entrepreneurship

Learning: Digital Marketing, Business Decision Making, Tools(Smart PLS, SPSS, STATA).

Skills & Interests

Skills: Python | SQL(PostgreSQL, MySQL, SQLite) | JavaScript | HTML | CSS | Tableau/Power BI | G-Suite | Google Analytics/Ads | MS Office (Excel, PowerPoint) | CRM (HubSpot), programmatic advertising, DSP, SSP.

Interests: Photography, Videography, Website design(WordPress, HTML, CSS), Cryptocurrency, Music, Sports.

Language

English - C2, German – A2

Certification

Analytics & Ads (Google), SQL and Relational Databases (CognitiveClass.Ai, Udemy), Python Data Structures, Using Python to Access Web Data (University of Michigan)