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MARYAM ARSHAD (Mary)

Data Analyst

Cohesion is a team's greatest strength!

I aspire to contribute to NASA's mission by leveraging my strong foundation in Project Management and strategic problem-solving. Currently pursuing a Master's in Data Analytics in the US. I am deeply committed to transforming complex data into actionable insights that drive discovery and advancement. With a passion for exploration and excellence, I seek to apply my skills in a challenging environment where analytical rigor and visionary thinking drives impactful progress.



[LinkedIn](#)

[Professional Portfolio](#)

[Projects Portfolio](#)

Education

MS (DATA ANALYTICS)

Oklahoma City University (OKCU)

Aug 2024 - May 2026

MBA (MARKETING)

Institute of Business Management

Jan 2021 - Dec 2023

B.E (Telecom Engineering)

Dawood University of Engg. & Tech.

2018 | 3rd Position | Magna Cum Laude

Work Experience

Genwise Inc. | Manager-Business Operations | April 2023 - July 2024

- Leading a team of software developers to build high-demand purposeful automation systems for small businesses
- Expert in Integrated emerging technology & AI based (high-code, low-code, and no-code) environments/ platforms
- Oversee the planning, development, and execution of client projects, providing day-to-day leadership and management
- Launch of customer-specific portals & platforms in an agile fast-forward environment, while tactically handling scope-creeps
- Design core infrastructure of intelligent systems with GEN AI, and maintain efficient data flow and automation
- Building project scope, plans, and schedules, allocating resources and monitoring progress, managing documentation
- Sales funnel optimization: Develop and execute strategies to increase lead generation and conversion rates

Exponentia Global LLC | Jun 2021 - Mar 2023

Sr. Associate Global Sales & Business Development | Jan 2023 - Mar 2023

Associate Global Sales & Business Development | Jun 2021 - Dec 2022

- Provided IPLCs, MPLS, Colocations, IP Transit & Internet, and other Global Wholesale Telecom Services
- Managed IT Services such as Managed Security (MSIT), IoT Infrastructure, Local Leased Circuits, VOIP
- Resell and Upsell International data traffic through IMEWE, SMW4, MENA, ACC, EIG, and PEACE cable
- Expert in Peering | Data center hosting | Reselling International (PoPs)
- Analysis & visualization of business opportunity, drive and manage to onboard and commit to a successful relationship
- Onboarded 8 New Partners in one year, overachieved the Business Forecast Y22 in a large-scale organization
- Delegated internationally in Dubai & Turkey

Invexal LLC | Marketing Lead | Mar 2022 - Mar 2023

- Enhanced Digital Global Footprint of two companies (Exponentia Global) & (Invexal) in the industry and to the target market
- Designed business portfolios & presented to global Partners at international conferences, business synergies
- Product Manager @ Xelerate Solutions (IoT Based Smart Cities, Crowd Management Systems, and Industrial Automation)

Multinet Pakistan (Pvt). Ltd | May 2018 - May 2021

Executive Sales - International Carrier Business | Apr 2020 - Apr 2021

Technical Project Manager | Feb 2019 - Apr 2020

Resident Engineer | May 2018 - Jan 2019

- Managed L1, L2, L3 hybrid fiber Infra for Global Telecom Partners | Business Reporting | Day-to-day operations management
- Utilizing core (fiber, wireless, 3P) infrastructure to deploy projects with excellent cost-cutting tactics, hazard control
- Maintained core network (last mile, PoPs) via tier III troubleshooting, stress testings for L3 Devices, Datacenter equipment

Softwares & Tools

Projects: Jira | Trello | Asana | Primavera | MS Projects | Oracle Projects | Notion | Make | Miro | Calendly | Clockify | DeskTime | Soreban Karbon | Canopy | Tableau | Zapier | Slack **Business:** SAP | Power BI | Oracle BI | Instantly | Oddu | Orange HRM **Networking:** GNS3 | BSS | NMS | MATLAB | Wampp/Xampp | Wireshark | Visio **Others:** Photoshop | MS Office (365) | Operating System (Windows+MAC+Linux)

Why Me?

- Goal-oriented & Curious • Results Driven • Networking Ability • Strong headed & Decisive • Cross-functional Collaborations
- Leadership (People & Change Management) • Proactive & Resilient • Issue identification and conflict resolution
- Project Management & Partner Management • Persuasive Communication & Negotiation • Team player • Empathetic

Diplomas

ERP (Enterprise Resource Planning) - IBA | PMP (Project Management Professional) - NAVTTC Pakistan

Extracurriculars

Co-founder @ Paws Rescue | Event Management | Outreach programs | Project Consultancy | Charity & Fundraising | Tour Guide

Hobbies

Reading | Writing | Music | Sports | Travelling | Photography | Yoga | Documentaries regarding Time Travel, Parallel Universe, & Space