

ALINA NADEEM

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EDUCATION

UC Berkeley Extension, Berkeley, California, USA

SEP 2023 – AUG 2026

Professional Program in Data Analysis

East Carolina University, Greenville, USA

DEC 2022

B.S. Interpersonal/Organizational Communication, Minor in Business Administration — GPA 3.985

Graduated Summa Cum Laude; recognized as an Outstanding Distance Education Student.

Guinness World Records™ Certificate Holder — Most Users in an AI Video Lesson (14,075 participants), Kanz & Saudi MHRSD (Jul 2026)

SKILLS

Data & Analytics

Python (Pandas, NumPy)
R (Clustering, Statistical Modeling)
SQL (Oracle) & Relational Database Design
Tableau · Power BI
Google Data Studio · Power Query
Excel (Advanced) · Microsoft Access

Data Tools & Platforms

Supabase
SQLite
Jupyter Notebook
QuickBooks Online (ProAdvisor)
Command Line · PowerShell
Google IT Support

Web, Marketing & Design

HTML · CSS · JavaScript · D3.js
Google Analytics · Google Ads
SEO · WordPress
Lovable
Adobe Illustrator · Photoshop
Canva

EXPERIENCE

Pawsitive Vibes Veterinary Clinic, Al Ain, United Arab Emirates

DEC 2024 – PRESENT

Chief Executive Officer

- Built Paw Guardian, a custom veterinary practice management app: designed the relational SQL schema (owners, patients, medical histories, inventory) in Supabase with real-time triggers, replacing manual spreadsheet tracking.
- Use QuickBooks Online (ProAdvisor certified) to track financial performance, analyze profit and loss, and forecast revenue models.
- Conduct in-depth competitor and market analysis to optimize service offerings and pricing strategy.
- Analyze weekly marketing performance data across Google and Meta Ads, tracking KPIs and ROI to refine targeting and creative decisions, driving 700K+ user reach and 1,000 customers onboarded within two months.
- Developed and maintain operational spreadsheets for inventory management, client data, and expense tracking.
- Led the clinic's launch end-to-end: licensing, regulatory compliance, hiring, branding, and digital presence.

UC Berkeley Extension, Berkeley, California, USA

MAR 2024 – AUG 2026

Data Analytics Apprentice

- **Global Economic Data Visualization Project** (Jun – Aug 2026): built two interactive data visualizations totaling 8 charts exploring global economic trends and inequality: a world map showing GDP, employment, and poverty across 265 countries over 66 years, and a companion piece with 6 supporting charts showing how income growth is distributed within countries. Cleaned and merged data from four public sources (World Bank, World Bank Poverty and Inequality Platform, Our World in Data, Natural Earth) using Python and R. *Skills: D3.js, Python, R, Data Cleaning & ETL, Choropleth Mapping, Data Storytelling, World Bank/OWID Data.*
- **Pet Market Trend Analysis** (Feb – Mar 2025): analyzed U.S. online pet supply sales data using Python (Pandas, NumPy, Matplotlib), cleaning and merging multiple real datasets to uncover pricing trends, seasonality patterns, regional behavior, and competitor benchmarking insights.
- **Starbucks Malaysia Customer Segmentation** (Oct 2024 – Jan 2025): conducted end-to-end customer analytics in R using K-Means and Ward's Hierarchical Clustering, built an ACSI-based satisfaction model, and translated segmentation findings into retention and loyalty program recommendations.
- **Internet Data File Analyzer** (Mar – Apr 2024): built a Python program performing three-tier analysis (basic stats, group-by operations, trend exploration), automated data downloads, and integrated Matplotlib and SQLite for visualization and storage reducing processing time by 30% and increasing insights by 25%.

JPMorgan Chase & Co. — Corporate Analyst Development Program (CADP), New York, USA

APR 2024 – MAY 2024

CADP Analyst Trainee

- Built a visualization dashboard using Tableau and Excel.
- Documented a business process and identified opportunities for improvement.
- Developed a PowerPoint presentation to communicate key findings to stakeholders.

Deloitte Australia — Technology Job Simulation (Forage), Australia

APR 2024

Technology Trainee

- Unified two data models using Python and classified data in Excel to draw business conclusions.
- Built a Tableau dashboard and assisted in cybersecurity breach analysis.

KPMG Forage — Data Analytics Consulting Virtual Internship, Australia

MAR 2023 – APR 2023

Data Analytics Trainee

- Assessed data quality issues and proposed mitigation strategies.
- Conducted analysis covering distributions, feature engineering, modeling, and reporting.
- Developed a dashboard summarizing findings and recommendations for Sprocket Central Pty Ltd.

Akar Landscaping Services and Agriculture, Al Ain, United Arab Emirates

SEP 2022 – DEC 2022

Support General Admin Assistant

- Managed order details in internal databases, updated purchase records, and prepared purchase reports.
- Developed and executed a PPE training program for construction staff and supervisors, producing a commercial video and Excel-based business impact analysis to support rollout.

ADDITIONAL EXPERIENCE

Digital Marketing Trainee — London International Studies and Research Center, Dubai, UAE (*May – Aug 2021*)

Social Media TikTok Intern — The Dean's List, Charlotte, NC, USA (*Jun – Aug 2021*)

Social Media Marketer — Super Sport, Al Ain, UAE (*Aug – Oct 2021*)