Hassan Shahid

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Professional Summary

- Economics graduate with hands-on experience in data analysis, business systems development with process automation, and digital marketing.

- Experienced with Python, SQL, Excel (Advanced Excel, Excel Macros/VBA, and Office Scripts), Tableau, Power BI, R Studio, SPSS, and Supabase, leveraging these tools to develop data-driven dashboards and generate actionable business insights.

- Proven experience in freelance and internship projects, optimizing workflows, building automated solutions, and improving operational efficiency.

- Strong problem-solving, project management, and stakeholder communication skills, capable of driving business performance in analytics or administrative roles.

Experience

• AI Model Evaluator (Independent Contractor)
Jan 2025 – Present

Outlier AI
Remote, USA

- Accepted into Outlier AI's program for LLM training, data annotation, and model evaluation projects.
- Completed qualification process; active in the contractor pool for project-based assignments.

• Business Systems Developer (Independent Contractor)
Apr 2025 – Jun 2025

Krishma Trading LLC
Dubai, UAE (Remote)

- Contracted to design and deliver a complete Point-of-Sale and inventory management system as a fixed-scope paid project.
- Led full-stack development using Vite and Supabase, integrating stock dashboards, order tracking, and automated reporting.
- Built and deployed a business website, including domain registration, and optimized hosting on Vercel for web and mobile.
- Collaborated with stakeholders to define technical requirements and delivered training and documentation for adoption.

• Digital Marketing Simternship (Experiential Learning Program)
Jan 2025 – Apr 2025

Stukent
Remote

- Executed simulated search and social ad campaigns with allocated budgets and performance KPIs.
- Analyzed campaign data to optimize CTR, CPC, and ROI while refining audience targeting strategies.
- Gained hands-on experience in SEO, social media strategy, and digital analytics within a business simulation environment.

• Digital Marketing & Customer Service Representative
May 2024 – Aug 2024

Grand Mega Tourism
Dubai, UAE

- Managed outbound and inbound sales communication across social media, & phone, driving customer engagement.
- Closed travel package deals through consultative selling and strategic upselling techniques, contributing to revenue growth.
- Created and managed digital marketing content across Instagram and Facebook using Canva and Meta Business Suite.
- Conducted A/B testing on promotional campaigns, optimizing visual design and copywriting for higher engagement rates.

• Warehouse Associate – COVID-19 Rapid Test Kit Production
Jan 2022 – Feb 2022

Staffmax Recruiting
Winnipeg, MB

- Contributed to a large-scale production operation that packaged over 1 million COVID-19 testing kits within tight deadlines.
- Performed assembly, packaging, and quality control tasks, ensuring accurate labeling and compliance with safety protocols.
- Collaborated with supervisors and coworkers to maintain efficient workflows and resolve production bottlenecks.

Personal Projects

• Business Performance Dashboard
A web-based analytics dashboard displaying real-time business KPIs and performance metrics.

- Built interactive visualizations tracking key KPIs including sales growth (e.g., 5%), conversion rates, & revenue by product.
- Implemented trend and variance analysis, cohort comparisons, and ROI metrics for actionable insights.
- Integrated REST APIs and database queries for live data updates and automated reporting.
- Used statistical analysis techniques (e.g., moving averages, correlation analysis) to identify performance drivers.
- Technology Used: React.js, Supabase SQL, SPSS, Chart.js / Recharts, Node.js, Vercel Hosting, Cursor AI.

• Automated Restaurant Phone Assistant
An AI-powered phone system that answers restaurant calls for orders, complaints, and reservations.

- Developed conversational flows integrating speech-to-text and text-to-speech for real-time call handling.
- Integrated Retell.ai for voice synthesis, Twilio for telephony, and Supabase for order and customer data management.
- Implemented intent recognition and decision logic to provide context-aware and accurate responses.
- Technology Used: Retell.ai, Twilio, Supabase SQL, Microsoft Excel, Tableau, Vite, JavaScript, Cursor AI.

Education

• **Bachelor of Arts in Economics**

University of Manitoba, Winnipeg, Canada   Sept 2021 – Aug 2025

  - Focus: Econometrics, Policy, Data Analysis, Market Research, Project and Supply Chain Management
  - Minor: Management
  - Dean's Honour List, 2024

Certifications

• Microsoft Azure Fundamentals Certification (AZ-900)   *Ongoing*

• Semrush Search Engine Optimization (SEO) Certification   *Completed*

• Semrush Social Media Marketing Certification   *Completed*

• Stukent Digital Marketing Simternship Certification   *Completed*

Technical Skills and Interests

Data & Analytics: R Studio, SPSS (Advanced Data Analysis), Microsoft Excel (Advanced Excel, Pivot Tables, Macros, VBA, Office Scripts), Tableau, SQL, Power BI, Data Cleaning & Validation, Business Intelligence Dashboards, Report Creation & Documentation, Flowcharts & Process Diagrams

Web & Tech Stack: Supabase, Vite, Git, Cursor AI, GitHub, Vercel, LaTeX, Website Hosting, Website Development, Azure Cloud, Google Cloud

AI & Automation: Prompt Engineering, Conversational AI (chat/voice bots), Retell.ai, Twilio, N8N, Cursor AI, SEO Optimization, Generative AI

Sales & Marketing Tools: Meta Business Suite, Canva, Google Analytics, CRM Platforms, Microsoft Outlook

Programming Languages: Python, JavaScript, HTML, R

Administrative Tools: Microsoft Office Suite (Word, PowerPoint, Excel), Scheduling & Email Management, Records Management, Workflow Coordination

Soft Skills: Stakeholder Communication, Project Management, Customer Relations, Problem Solving, Adaptability, Cross-Functional Collaboration, Leadership, Time Management, Attention to Detail, Accuracy in Data Handling

Areas of Interest: Web Application Development, Business Dashboards & Analytics, AI-Powered Automation Solutions, Data Analysis & Administrative Support

Operating Systems: Windows, macOS, Linux (basic CLI and server deployment)

Leadership Roles

• **First-Year Representative** Cultural Students' Association – University of Manitoba   *Jan 2023 – Sep 2024*

  - Represented first-year students' perspectives and hosted social initiatives to boost campus involvement.
  - Strengthened onboarding efforts and facilitated feedback channels for new members.