

SONAM MEHTA

CONTACT



Dubai, UAE



+971(0)564843005



mehtasonam543@gmail.com

SKILLS

- Python
- SQL Database
- Data Analysis
- Power BI
- AI tools and libraries
- Machine learning engineering

CERTIFICATIONS

- Data Science & AI certified
- Google Certified (Digital Marketing)
- Hubspot Certified Social Media

Experienced in developing machine learning models and conducting data analysis. Enthusiastic about exploring AI technologies and automating processes. Capable of collaborating with teams to innovate and solve complex problems. Focused AI Intern with robust experience in developing machine learning models and driving automation projects. Skilled in Python, TensorFlow, and data analysis, bringing innovative solutions to complex problems. Proven ability to collaborate with cross-functional teams and contribute to impactful AI initiatives. Ready to leverage technical expertise to enhance business outcomes and drive technological advancements.

EXPERIENCE

April 2024 - October 2024

Data Science & AI Intern *Onlei Technologies*

- Enhanced insight generation by analyzing extensive datasets with SQL and Python.
- Created and displayed data visualizations with Power BI, boosting comprehension of intricate datasets.
- Engineered systems for Employee Management and Customer Management alongside developing sentiment analysis tools with nltk and image processing programs with OpenCV.
- Skilled in Python language for executing data analysis using various algorithms.
- Managed databases and ensured data integrity for machine learning projects.
- Analysed large datasets using Python, identifying patterns for predictive analytics.
- Developed machine learning models to automate data processing, improving efficiency by 20%.

April 2021 - March 2022

Digital Marketing and Operations Manager *Dubayt Real Estate, Dubai*

- Crafted digital marketing strategy by analyzing economic trends and shifts.
- Planned and executed web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Measured and reported performance of digital marketing campaigns against ROI and KPIs.
- Facilitated the hiring process to build a strong team.
- Conducted training sessions on CRM for staff and team members.
- Led the consistent updating of operations metrics via prompt data collection, meeting productivity goals and minimizing costs.
- Worked alongside various teams to upgrade internal tools and systems.
- Evaluated and communicated financial outcomes to upper management.

August 2016 - October 2018

Website & Digital Marketing Manager *Mimo Legal, Dubai*

- Company Overview: Dubai

- Managing website and updating content of the website based on WordPress
- Develop and maintain digital campaigns to increase traffic and generate leads
- Develops digital marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition
- Plans and executes all web, SEO/SEM, database marketing, email, social media and search advertising campaigns
- Designs, builds, and maintains our social media presence
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs)
- Identifies trends and insights, and optimizes spend and performance based on the insights
- Collaborates with internal teams to create content (landing pages, digital collaterals) and optimize user experience
- Brainstorms creative growth strategies through digital marketing
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Identifies critical conversion points and drop off points and optimizes user funnels
- Forecast market trends to identify new opportunities
- Conduct in-depth research to identify new market opportunities and consumer preferences to support campaign creations
- Set specific marketing goals that align with the overall direction and business goals
- Track and measure marketing outcomes including marketing activities, response, leads, sales, retention, and ROI
- Generate innovative ideas to promote the brand
- Develop business cases to support new marketing strategies, budget requests, projects, and marketing plans
- Use customer feedback to create better work flows and processes
- Ensure brand alignment and standardization to increase brand awareness and equity
- Dubai

April 2015 - May 2016

Talent Acquisition Specialist DS Consultancy, Dubai

- Company Overview: Dubai
- Responsible for on boarding and partnering with the recruitment team in hiring associates based on business forecasts
- Partner with business leaders and other support functions to maintain a highly motivated and engaged workforce
- Implement new policies, procedures and programs in support of Business
- Be the first point of contact for all employee grievances and partner with the HR Business Partner in conducting necessary investigations
- Provide MIS support for Attrition analysis, includes- analysing Exit interview, observe trends and highlight important aspects, prepare and publish dashboards
- Drive engagement initiatives like - New hire Buddy/ mentoring program, Voice of Employee, Round tables and Brown Bag session and R&Rs
- Partner with HRBPs to drive Career path sessions/ initiatives
- Support the L&D team in conducting training needs assessment for employees across level
- Responsible for full life-cycle recruiting and hiring for sales, IT, and creative services positions
- Developed and maintain recruiting networks and relationships with various colleges, career centres and talent pipelines

- Frequently commended in employee satisfaction surveys for being responsive, positive and collaborative in the interviewing and hiring process
- Collaborated with hiring managers to understand technical job duties, responsibilities, staffing needs and business requirements
- Tracked candidates through all phases of the recruitment process
- Coordinated relocation efforts for new hires, temp housing, moving and travel arrangements
- Developed job descriptions and utilized multiple sources to attract quality candidates
- Developed and maintained a network of contacts to help identify and source qualified candidates
- Provided support to the Human Resources department and completed other projects and duties as assigned
- Dubai

January 2014 - June 2014

Android Application Developer Excellence Port, Nashik, India

- Company Overview: Nashik, India
- Developed various android apps under training period of 6 months for excellence port
- Designed and tested applications for Android devices
- Mobile Application Developed
- Developed app for the supermarket vendor where a customer can order items from home
- Build, iterate, and manage our Android mobile application
- Spearhead every aspect of the Android development process from API creation to design
- Partner closely with our design, product, and Engineering team to produce an application that flows seamlessly and works intuitively with our users
- Write high-quality and maintainable code and unit-test for quality assurance, robustness, including edge cases, usability, and general reliability
- Own important pieces of the product that have high visibility both internally and externally
- Create object-oriented designs and documentation that support customer driven features and requirements
- Develop compelling and user-friendly applications and user interfaces that enhance the companies guest experience
- Conduct performance tests on new and existing software for the purposes of correcting mistakes, isolating areas for improvement, and general debugging
- Identify and incorporate industry standard UI and design patterns and methodologies
- Cultivate and disseminate knowledge of application development best practices within our organization
- Nashik, India

EDUCATION

06/2014

Master's

Computer Science, Nashik, Maharashtra

06/2011

Bachelor

in Computer Science, Nashik, Maharashtra