

HAFSA SALEH

Marketing Intelligence Analyst | ETL & Data Integration | AI-Assisted Development

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Portfolio: hafsa-portfolio-psi.vercel.app • Live dashboard: [Open the Streamlit dashboard](#)

PROFESSIONAL SUMMARY

Marketing Intelligence Analyst with 2.5+ years of experience engineering ETL pipelines, multi-touch attribution platforms, and AI-assisted reporting systems that drive C-suite decision making. At **The Migration** (USD 1.2M business), engineered a cross-platform data integration layer unifying **Meta Ads, GoHighLevel (GHL), GA4, and Google Search Console** into a Streamlit-based single source of truth — tracking 5,200+ leads and a USD 10K/month media budget, and adopted by the CEO as the primary strategic decision tool. Acting line manager providing cross-functional leadership to a 12-person marketing department, embedded strategic data advisor in C-level strategy forums, and published author of a peer-reviewed multiple linear regression study on air-quality prediction.

CORE SKILLS

Marketing Analytics & BI: GA4, Google Search Console (GSC), Meta Ads Manager, GoHighLevel (GHL), Streamlit, Power BI, Multi-Touch Attribution, Funnel Analytics, KPI Tracking, Data Storytelling

AI & Automation: LLMs, Agentic AI, AI-Assisted Development (Claude Code), Prompt Engineering, API Integration (Meta Graph API, GHL API, Google Cloud Console), Workflow Automation

Programming & Data Engineering: Python (Pandas, NumPy, OpenPyXL, Streamlit, Requests), SQL, R, ETL Pipeline Architecture, Cross-Platform Data Integration, Data Wrangling, Process Automation

CRM Architecture & Data Governance: GoHighLevel (Workflows, Automations, Pipelines, Opportunities, Custom Fields), Single Source of Truth (SSOT) Design, Lead Lifecycle Management, Data Governance Protocols

Statistical & Predictive: SPSS, Multiple Linear Regression, Hypothesis Testing, Time Series, Predictive Modeling, Revenue Reconciliation & Financial Leakage Analysis

Enterprise & Project Management: SAP / ERP Systems (Sapphire), Agile Project Management, ClickUp (OKR frameworks, API automation), Google Workspace, Microsoft Excel (Pivot Tables, Power Query)

Leadership & Stakeholder Engagement: Cross-Functional Team Leadership (12 direct reports), Strategic Advisory to C-Suite, Executive Reporting, Data-Driven Decision Making

WORK EXPERIENCE

Marketing Intelligence Analyst

Dec 2025 – Present

The Migration — Australian Migration & Visa Consultancy (USD 1.2M business)

- **Engineered a custom ETL pipeline and centralized Streamlit application** performing cross-platform data integration across Meta Ads, GoHighLevel (GHL), GA4, and Google Search Console APIs — replacing siloed marketing and CRM data with an enterprise single source of truth.
- **Delivered multi-touch attribution mapping** across 5,200+ leads, 3,300+ appointments, and 395 conversions for a USD 10,000/month media budget — driving cost-per-lead to USD 7.45 and cost-per-appointment to USD 11.58 through real-time budget reallocation recommendations.
- **Architected the CRM environment in GoHighLevel** — enforcing strict data governance and cleaning protocols across workflows, automations, pipelines, opportunities, and custom fields to establish an enterprise-wide single source of truth (SSOT).
- **Designed automated revenue reconciliation reports** identifying funnel leakages, tracking ROI per acquisition channel, and protecting profit margins — consolidating multi-source KPI data into board-ready executive packages.
- **Built per-agent revenue performance dashboards for the counsellor team** — surfacing individual revenue contribution, nurturing velocity, and pipeline-to-close conversion rates to enable data-driven 1-on-1 performance management.
- **Acted as strategic data advisor to C-suite executives** — delivering predictive modeling, trend analyses, and Meta campaign forecasts that served as the primary catalyst for major budget and growth decisions.

- **Provided cross-functional team leadership** as acting line manager for a 12-person marketing department spanning performance, content & media, and SEO — directing SEO content prioritisation through GSC-driven keyword and ranking analysis.
- **Modernised the Agile project management framework** by programmatically syncing quarterly OKRs and daily task execution in ClickUp via custom API integrations developed with Claude Code — closing the loop between analytics outputs and project delivery.

Data Analyst

Sep 2023 – Nov 2025

Sapphire Finishing Mills Ltd.

- **Architected an automated ETL pipeline** compressing a recurring 1-hour analysis cycle to 14 seconds — eliminating manual transcription errors and reclaiming 4+ team hours per iteration.
- **Built a Python-based predictive scheduling system** for monthly fabric-dyeing operations — integrating multi-source datasets, mapping operation codes, and forecasting job completion via Z-test modeling; delivered a 20% gain in operational planning efficiency.
- **Owned end-to-end order lifecycle monitoring** within the Sapphire SAP/ERP environment — surfacing operational KPI deviations and shortfall patterns directly to production leadership.
- Designed Excel pivot-based BI dashboards for weekly reprocess, packed orders, and shortfall tracking — adopted by floor management as the operational reporting standard.

Freelance Data Analyst

Dec 2022 – Present

Various Research Clients

- Delivered SPSS-based statistical analysis (parametric and non-parametric methods) on research datasets including plant species trend modeling and academic article quality assessment.

Data Analyst Intern

Jun 2022 – Aug 2022

Bureau of Statistics, Punjab (BOS)

- Analysed MICS survey data on early marriage, HIV/AIDS awareness, neonatal tetanus, and birth registration — findings published in official provincial statistical reports.

PUBLICATION

Multiple Linear Regression Model for Air Quality Prediction in Islamabad. Modelled PM2.5 concentration as a function of SO₂, NO₂, temperature, and humidity. The validated model provides a reusable framework for ongoing air-quality monitoring and climate policy support in Islamabad.

FLAGSHIP PROJECTS

Marketing Intelligence Platform — The Migration Sole architect of a multi-touch attribution platform unifying Meta Ads, GHL, GA4, and GSC through native API integration. 5,200+ leads, 3,300+ appointments, 395 conversions, USD 10K/month spend; adopted as the CEO's primary strategic decision tool.

Counsellor Revenue Performance Dashboard — The Migration Per-agent BI dashboard surfacing revenue contribution, nurturing velocity, and pipeline-to-close conversion; directly used by leadership for 1-on-1 performance reviews.

AI-Assisted ClickUp Workflow Automation Programmatic OKR and task synchronisation between analytics outputs and ClickUp via custom API integration developed with Claude Code.

Dyeing Process Predictive Automation — Sapphire Finishing Mills Python automation with Z-test-based job completion prediction and real-time dye readiness forecasting; 20% efficiency uplift in operational planning.

Critical Report ETL Pipeline — Sapphire Reduced a 1-hour manual reporting workflow to 14 seconds via automated extraction, transformation, and load.

EDUCATION

Bachelor (Honors) — Statistics CGPA 3.45 / 4.0

2019 – 2023

College of Statistical Sciences, University of the Punjab, Lahore

Core coursework: Probability, Time Series, Applied Econometrics, Statistical Inference, Experimental Design, Categorical Analysis, Programming.

TRAINING & PROFESSIONAL DEVELOPMENT

- AI Workshop — LLMs and Agentic AI fundamentals
- Claude Code Workshop — AI-assisted development workflows