



# Hana Rasheed



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## SUMMARY

- **Work Authorization:** Expecting GC-EAD in few weeks  
(No Visa Sponsorship required)

- **Over 7 years** of experience in data analysis, product marketing and product management
  - Skilled in **running SQL queries , designing tableau dashboards**, Competitive analysis, pre- and post-sales activities with Growth campaign business metrics and tracking customer engagement
  - Experience working on **Big data platform and using R ,running HiveQL**
  - Worked cross-functionally with product, sales and engineering team
  - Strong data analysis background, statistical analysis, delivered insights, dashboards, analytical framework, conversion technique
  - Product development with roadmap design, go-to-market strategy, market research, user research and voice of customer analysis
  - Customer presentation, platform demo, gathered feedback, solution oriented- solved technical issues working cross-functionally
  - Presented technical content and demo video at Conferences, Early Access Program, Customer visit, Webinars, blogs to influence sales
  - Experience with Software Development Life Cycle, Agile methodologies, Scrum, Kanban, Plan-driven using JIRA, Salesforce
  - Presented technical content and demo video to large audience
- Accomplishments:
- Developed hands-on lab - won 2<sup>nd</sup> place 21 at NetApp's conference
  - Earned Employee recognition award to conduct performance analysis at NetApp with 3rd party analyst that amplified sales

### Skills/Tools :

- **Skills:** Pre-post sales interaction, large audience presentation, strong communication skills ,product roadmap design, KPI reports, **ETL, creating Dashboard, REST API, Funnel, A/B testing**, game development-Unity, mobile app – iOS, Android SmartAds;
- **Tools:** **Data visualization - Tableau**, BI- Looker, Qlikview, MS Visio, MS Access, Splunk, VMware Player;
- **Database:** PL/SQL,MySQL,PostgreSQL, **R,HiveQL**;
- **O.S.:** LINUX (RedHat), iOS, windows;
- **Web Technology:** HTML, PHP, CSS, XML, AJAX, JSON, Javascript, jquery, ASP.NET, Sharepoint ;
- **Languages:** C , C++, JAVA, Python;

## WORK EXPERIENCE

- **Volunteering/ Time off** Jan 2017 – Sep 2017
  - Trained and obtained Certification, volunteered at networking events – The Expat woman, HireClub
  - Advanced Database/SQL Bootcamp, Python Bootcamp
- **Product Engineer/Data Analyst, DeltaDNA Inc.(Gaming analytics SaaS platform)** Jun 2016 – Dec 2016
  - Solved technical issues and evangelized sales to educate customers by giving product demonstration
  - Developed dashboard, planning tools in Python,SQL,javascript and JSON,monitored KPIs,reduced time to market
  - Authored and maintained customer presentation, FAQ as well as support documentation, consulting weekly
  - Contributed to deltaDNA's future growth by exploring new markets and product based feedback
  - Experience with Looker, Tableau, Salesforce, A/B testing in platform, A/B testing using Adobe test and target, KPIs, DAU testing, game development tool – Unity; developed multiple games; attended Casual Connect 2016
- **Technical Product Marketing Engineer/ Data Analyst, NetApp Inc.** Apr 2012 – Jul 2015
  - Provided field's feedback to Engineering team and contributed to addition of functionality in next product release
  - Problem-solving for SEs and Professional services engineer by answering technical and supportability questions
  - Customer, Technical presentation,Usability test and demo presentation to customers and Partners across all IGeos
  - Extensively worked to Product Management docs - PRD, MRD, functional specification, pricing/quote tool;
  - Experience in cloud deployment, monitoring, tracking and analyzing Business metrics,gathered tech requirements
  - Conducted launch activities, webinars with partners, sales engineers and engineering team
  - Developed and presented technical presentations, demo and hands-on lab; booth activities at NetApp Insight Conference'2014, 2013 and 2012 at US and Macau (2012); Lab Guide for VMWorld'2012
  - **Technical content:** Technical FAQ, Sales Presentation, Best Practices Guide,blogs,Webinars,Lab/ Quick Start Guide
  - **Public Review Reports:** Productive work with ESG review and StorageReview.com to publish public report
  - **Launch related activities:** Developed collaterals, early access program training, go-to market activities
- **Technical Analyst, Hyland Software** Jul 2011 – Mar2012



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- **Network Services Intern** Jun 2010 – Aug 2010
- **IT Assistant, CITS, UMASS Dartmouth** Jan 2009 – May 2011

## EDUCATION

- **Bachelors of Engineering in Electronics & Tele-Communication Engineering**, India, G.P.A.: 3.6/4.0 May'2008
- **Master of Science in Computer Engineering**, University of Massachusetts Dartmouth, G.P.A.: 3.46/4.0 May'2011
- **Pragmatic Marketing Certification**, Pragmatic Marketing 2016