



# JAMES METE

Analyst • Designer • Developer

## CONTACT

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## EXPERTISE

- Analytics ( Sales, Marketing, Business )
- Branding & Marketing
- Website Design & Development
- Programming
- Critical Thinking
- Variance Analysis
- KPI Tracking
- Data Science & Visualization
- Machine Learning

## SOFTWARE SKILLS

Microsoft Office    Adobe Suite  
Photoshop            Illustrator  
Google Analytics    Power BI  
HTML / CSS3        Javascript  
NodeJS                Python  
SQL                    Octave

## EDUCATION

**BA Honors @ Brock University**  
2010 - 2014  
Major: Honors History  
Minor: Political Science

**Machine Learning @ Stanford University**  
2018

**CS50X Certificate @ Harvard University**  
2014

## ABOUT ME

Date of birth: 24 March 1992                      Nationality: Canadian

My professional focus involves developing data-driven insights to implement positive changes, as well as a practical focus on programming to create products & systems that help promote efficient growth.

## EXPERIENCE

### SHERBINY, Saudi Arabia (2017 - Present)

#### Sales & Marketing Analyst (2017 - Present)

- Sales, Marketing, and Business analysis to determine growth opportunities.
- Work directly with the General Manager to implement efficient policies, sales strategies and targets resulting in 45% increased sales revenue from 2016 - 2017.
- Prepare sales reports and forecasts on a weekly basis.
- Track KPIs to quantify performance across various fields.
- Developed end-to-end billing format ( Quotation to Invoice ) to increase efficiency.
- Feasibility study analysis for the creation of local assembly and manufacturing facility. ( IKTVA )
- Communicate with suppliers to help coordinate sales strategy and business development.

#### Designer (2017 - Present)

- Responsible for design of all marketing and logistic materials such as company brochure, conference materials (including booth design), packing slips, etc.
- Full design and development of company website.
- Coordinate marketing activities such as conferences or seminars.

### NESCOM / WAPSTECH, Saudi Arabia (2014 - 2017)

#### Analyst (2014 - 2017)

- Analysis of existing business units and future investment opportunities.
- Wrote feasibility studies and business plans such as crafting indoor vertical farming proposal approved by the Saudi Investment Bank.
- Engineering projects exceeded \$324,000, and managed projects over SAR 1,500,000.
- Communicated with partners to facilitate business and investment opportunities.
- Designed company marketing materials.

### FREELANCE, Canada (2012 - 2014)

#### Freelance Web & Graphic Designer (2012 - 2014)

- Developed a site for Pro Starcraft player SeleCT.
- Graphics and video work for high-profile online streamers such as Pokimane & C9 Sneaky. Elements seen by 10,000+ viewers daily.
- Continue to support clients for projects.