

Aazim Haque

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UAE Golden Visa holder

Over the last 10 years I have run marketing analytics projects and built tools for clients across various industries in MENA, USA & Europe, covering marketing mix modelling, digital attribution and customer analytics. Since Jan 2023, I have led the Analytics vertical at Publicis Data Sciences, driving ~3.5x growth in annual revenue and tripling team strength in 3 years. While my formal education was in Mathematics, I taught myself programming after graduation and have used this knowledge over my career to transform complex analytics work into scalable, real-world applications that drive client business growth.

PROFESSIONAL EXPERIENCE

Publicis Media, Dubai, UAE

Associate Director – Analytics

Oct 2024 – Present

- Drove 50% and 55% YoY revenue growth in 2024 and 2025
- Managed and mentored growing team of analysts, with 5 direct reports by the end of 2025
- Enhanced platform offering by developing web-based tools for MMM budget management, cross-market optimization, TV measurement and customer review analysis and monitoring using LLMs
- Collaborated with internal teams to pitch for and monetize product offerings with various clients across the Groupe as well as developing and presenting tools for new business pitches

Senior Manager – Analytics

Jul 2021 – Oct 2024

- Transitioned to leading the Analytics vertical in Jan 2023 and drove 46% revenue growth YoY in 2023
- Added variations to product roster to allow more flexibility in catering to both large and small clients with choices around cost, complexity and timelines
- Managed team growth while maintaining profitability through a mix of local and remote hiring
- Mentored team members to become self-sufficient in product delivery and client interactions while maintaining quality of output
- Wrote scripts to scrape select e-commerce platforms to monitor search placements regularly and track share vs competitors

Executive, Senior Executive & Manager – Analytics

May 2015 – Jul 2021

- Developed Markov chain attribution models for clients using millions of rows of user-level data processed in R, AWS and SQL Server
- Carried out marketing mix modelling (MMM) projects for leading clients using multiple linear regression models and identified opportunities for media efficiency and business growth
- Led rollout of Alteryx across the Groupe in MENA and developed workflows to automate numerous reporting/operational tasks across teams, saving hundreds of hours of FTE time
- Automated ad operations using DoubleClick APIs via Python scripts to increase trafficking & reporting efficiency by over 5x

EDUCATION

American University of Sharjah, Sharjah, UAE

Sep 2010 – Jun 2014

Bachelor of Science in Mathematics, magna cum laude

CGPA: 3.73

- Minor: Actuarial Science

INTERESTS

- Reading (mainly business / non-fiction / economics)
- Investing and quantitative finance
- Football, cricket and Formula 1
- Learning and playing the piano
- Programming and home automation

HOBBYIST PROJECTS

- Automated personal expense tracking and categorization to Google Sheets through bank SMS's by using Tasker and ChatGPT API – currently trying to turn this into an Android app with AI help
- Built a personal tracker to log and monitor how well I am following specific desired habits (vibe-coded)
- Built an application that allows me to ask questions and get answers from my personal favourite books (mainly about health and business) via RAG (also vibe-coded, still WIP and not fully built out)
- Automated checking for parking availability at work by reverse-engineering app APIs and writing a Python script to send Telegram message update when spots become available
- Developed a comprehensive home automation system via Home Assistant which includes multiple custom routines, e.g. lights gradually turning on before sunset, dimming to red hue by late evening, turning on projector 5 mins before football games, TV turning off automatically if nobody is at home and others.

SKILLS

Programming languages: Python, SQL, JavaScript, HTML/CSS, VBA (all self-taught)

Computer software/ frameworks: BigQuery, GCP, AWS, Alteryx, Tableau, Datorama, MS Office, R

Languages: English (fluent), Urdu/Hindi (fluent)