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Top Skills

Statistics
Data Analysis
Python (Programming Language)

Languages

English (Limited Working)

Certifications

دوره جامع علم داده دانشگاه تهران

Fatemeh Eslami

Junior Data Scientist
Tehran, Tehran Province, Iran

Summary

With my great interest in programming, I worked as a web programmer for 2 years since 2013. Since 2015, I switched to digital marketing with the aim of earning more money; And I continued working for 7 years.

Currently, due to my great interest in programming and data science from the past to the present, I have started learning again in data science; And I hope that by combining my 7-year experience in business and my new knowledge in data science, I can play an effective role in the growth and development of the organization with which I will enter into cooperation.

Experience

TrendPlus AB
Data Science Intern
June 2024 - August 2024 (3 months)

During my internship, I became more deeply familiar with Python libraries, including Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, and Streamlit. I also worked with various machine learning algorithms, with the most important ones being Decision Tree, Random Forest, Linear Regression, K-Means, KNN, PCA, and SVM.

Additionally, towards the end of the internship, I learned how to work with time series data, and I used key algorithms in this field such as ARIMA and ARMA. I also became acquainted with other related concepts like GitHub, Docker, and Linux, and completed some relatively small tasks with them.

Freelance
Digital Marketing Specialist
April 2022 - November 2023 (1 year 8 months)
Tehran, Iran

Aryanmark Company
6 years 7 months

Digital Marketing Manager

April 2018 - November 2023 (5 years 8 months)

Tehran, Iran

Content Manager

January 2018 - March 2018 (3 months)

Tehran, Iran

Content Writer

May 2017 - December 2017 (8 months)

Tehran, Iran

Golzar Company

Digitalmarketing Manager

September 2020 - August 2022 (2 years)

Tehran, Iran

Digital marketing team leadership

Determination and measurement of OKRs and KPIs

Collecting customer data from CRM and classification based on shopping cart volume to optimize advertising campaigns, pricing and sales techniques

Increasing the conversion rate of customers (by collecting and analyzing competitors' data and comparing with the company's strengths and weaknesses)

Design, implementation, data collection and analysis of advertising campaigns

Monitoring the behavior of site users using SEO analysis tools

Modifying product and service pricing based on market data and customer analysis

Aqaqia

2 years 7 months

API Engineer

April 2016 - March 2017 (1 year)

Tehran, Iran

Web Developer

April 2015 - March 2016 (1 year)

Tehran, Iran

Web Development Intern

September 2014 - March 2015 (7 months)

Tehran, Iran

Hiring at Aqaqia Software Company as an intern was my first work experience!

Education

University of Science and Culture

Bachelor's degree, Computer Software Engineering · (September 2017 - June 2019)

(مارکت کاوی (آموزش دیجیتالی مارکتینگ داده محور

Statistics and Data Mining in Digital Marketing · (February 2022)

Dehban Digital Marketing Academy

Marketing/Marketing Management, General · (March 2020 - October 2020)

(مارکت کاوی (آموزش دیجیتالی مارکتینگ داده محور

Specialized pricing and discounts · (January 2022 - May 2022)

(مارکت کاوی (آموزش دیجیتالی مارکتینگ داده محور

Professional Microsoft Excel for data mining in business · (June 2021 - October 2021)