

# Ifrah Khanyaree

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## EDUCATION

### LUDWIG MAXIMILIAN UNIVERSITY

MSc COGNITIVE NEUROSCIENCE

Aug 2018 | Munich, Germany

Cum. GPA: 1,3

### JACOBS UNIVERSITY BREMEN

BSc IN COGNITIVE PSYCHOLOGY AND NEUROSCIENCE

Jun 2016 | Bremen, Germany

Cum. GPA: 1,6

## SKILLS

### LANGUAGES

Native

English • Hindi • Urdu

Working Proficiency

German at B2

### COMPUTER SKILLS

Excellent

MS Office

Working Knowledge

Python • Pandas • Numpy

Scipy • Scikit

Basic Knowledge

Matlab • MySQL

## PROJECTS AND

## VOLUNTEERING

- Building AI solutions for good as a Project Manager at Omdena
- MIT's Introduction to CS and Programming in Python  
Coursework available on github
- Learning Python for Data Analysis and Visualization  
Certification obtained
- Stanford's Machine Learning by Andrew Ng  
Certification obtained

## AWARDS

2013 - 2016

Undergraduate Merit Scholarship

## WORK EXPERIENCE

### DATA4LIFE GGMBH | PERFORMANCE MARKETING AND GROWTH MANAGER

June 2020 - Present | Berlin, Germany

- Driving strategic user acquisition and retention
- Using Paid social, Google Ads and Email marketing for growth
- Using Python libraries for regular data analysis and automating campaign creation and maintenance
- Regular use of Matomo for web analytics
- Developing social media strategy for brand awareness
- Supporting the medical team in developing research strategy and papers

### QUNOMEDICAL GMBH | CRM & JR. MARKETING PRODUCT ANALYST

Nov 2019 - Jun 2020 | Berlin, Germany

- Led the revamp of CRM and email marketing strategy
- Using SendinBlue to send, manage and customize email campaigns
- Using pandas and numpy libraries in Python to run analyses

### QUNOMEDICAL GMBH | CONTENT & PATIENT ENGAGEMENT COORDINATOR

Oct 2018 - Oct 2019 | Berlin, Germany

- Initiated and lead the development of a patient engagement program, increasing reviews on different channels by over 25%
- Researched and wrote over 100 medical content articles in English, widely used by the sales team to improve patient education.

### PRONIA LAB, LMU UNIVERSITY HOSPITAL FOR PSYCHIATRY AND PSYCHOTHERAPY RESEARCH ASSISTANT

Jun 2017 - Jul 2018 | Munich, Germany

- Conducted neuropsychological testing on over 50 psychosis spectrum and depressive patients in German. Other tasks included data management and analysis.

## RESEARCH

### PRONIA LAB, LMU UNIVERSITY HOSPITAL FOR PSYCHIATRY AND PSYCHOTHERAPY MASTERS THESIS

Mar 2018 - Aug 2018 | Munich, Germany

- Used resting state functional magnetic resonance imaging and the in-house machine learning software, NeuroMiner to predict functional outcome in clinically high risk for psychosis patients.

### PRONIA LAB, LMU UNIVERSITY HOSPITAL FOR PSYCHIATRY AND PSYCHOTHERAPY RESEARCH PROJECTS

Feb 2017 - Mar 2017 & Jul 2017 - Aug 2017 | Munich, Germany

- Used SPM12 to analyse structural magnetic resonance images to detect differences between a cohort of early spectrum psychosis patients that had undergone a computerized training program and control patients.