Ifrah Khanyaree

https://khanyai.github.io/ | ifrah.94@gmail.com | +4915773229514

EDUCATION

LUDWIG MAXIMILIAN UNIVERSITY
Elite MSc Neurocognitive Psychology
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

- 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

- Volunteer Project Manager at Omdena

AWARDS

2013 - 2016
Undergraduate Merit Scholarship

WORK EXPERIENCE

DATA4LIFE GMBH | Growth Manager
June 2020 - Present | Berlin, Germany
- Driving strategic user acquisition and retention
- Using Paid social and CRM/Email marketing channels for growth
- Using social media to develop and create brand awareness
- Using Google sheets and Python for regular and efficient data analysis to optimize strategy
- Regular use of Matomo for web analytics

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. 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.