Ifrah Khanyaree

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EDUCATION

LUDWIG MAXIMILIAN UNIVERSITY
MSc Cognitive Neuroscience
Aug 2018 | Munich, Germany

JACOBS UNIVERSITY BREMEN
BSc in Cognitive Psychology and Neuroscience
Jun 2016 | Bremen, Germany

SKILLS

LANGUAGES
Native
English • Hindi • Urdu
Working Proficiency
German B2

COMPUTER SKILLS
MS Office
Python • Pandas • Numpy
Scipy • Scikit
MySQL

MOOC

- 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
- Used Python and FB Marketing API to automated campaign creation and maintenance to increase efficiency by 40%
- Using Python libraries for regular data analysis and simple dashboard creation for better visualization
- Developing social media strategy for brand awareness

OMDENA | Volunteer Project Manager
Dec 2020 - Feb 2021 | Remote

- Led a team of 30 collaborators from across the world to build an NLP model for an Australian NGO in 8 weeks

QUNOMEDICAL GMBH | CRM & Jr. Marketing Product Analyst
Nov 2019 - Jun 2020 | Berlin, Germany

- Led the revamp of CRM and email marketing strategy. Used 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 PROJECTS

PRONIA LAB, LMU UNIVERSITY HOSPITAL FOR PSYCHIATRY AND PSYCHOTHERAPY Masters Thesis
Mar 2018 - Aug 2018 | Munich, Germany

- Used rsfMRI images and support vector machines to predict functional outcome in clinically high risk for psychosis patients.