LINDA BOULKOROUM

FROM DIGITAL MARKETING TO DATA SCIENCE

For more information, check out my online resume here

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📍 Berlin

SKILLS

Leadership, Strategy, Analytics
Python, HTML, CSS, API, Json

Data Analytics
SQL, BigQuery, Pandas,
Numpy, Matplotlib

Statistics
Scipy, Seaborn, Statsmodels

Machine & Deep Learning
Scikit-learn; TensorFlow Keras

Data Products:
Google Cloud Platform, ML
Flow, Flask, Heroku,Streamlit

Online Marketing
Google Ads (Search &Display),
Programmatic, Social media
(FB, Insta), Mobile, CRM
(Mailchimp, Sendinblue),
Google Analytics, Tag
Manager, Wordpress, Filmora
(Video editing)

Languages
French (Native)
English (Professional)
German (B1)

Hobbies
Music - Travels - Baking

WORK EXPERIENCE

LeWagon, Teaching Assistant
JAN 2021 - BERLIN (DE)

- Teaching assistant for the modules : Python, SQL and Machine Learning

XLETIX, Head of Marketing
AUG 2017 - JUNE 2020 - BERLIN (DE)

- Strategizing the company's approach on all channels
- Defining a dynamic pricing strategy based on data analysis
- Setting up campaign tracking In Google Tag Manager
- Guiding the day-to-day activities of the marketing team

MediaMath, Lead Specialist
JAN 2015 - FEB 2017 - BERLIN (DE)

- Managing a team of specialists and Senior Specialists
- Participating in research & consultative services
- Direct-to-client consultation, internal support, managed services & trainings

Sparks Network, Online Marketing Manager Display & Mobile
JANUARY 2013 - OCTOBER 2014

EDUCATION

LE WAGON, Data Science & Machine Learning
SEPT 2020 -DEC 2020 - BERLIN (DE)

9-week full-time intensive coding bootcamp to learn Data Science, Data Analytics, Machine Learning, Deep Learning & to develop Data Products.

NEOMA Business School, Master, Marketing/ Entrepreneurship
(2009 - 2012) - ROUEN (FR)

COPPEAD UFRJ, Exchange Program, Business Administration
(2011 - 2011) - RIO DE JANEIRO (BR)

University Panthéon Sorbonne, Bachelor, Economics
(2006 - 2009) -PARIS (FR)