




Negin ZARBAKSH

She/Her

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Key Attributes :

Human Mobility, Machine Learning (ML), Marketing research, Social Network Analytics (SNA), Spatiotemporal Analysis, Trade Analysis.

EDUCATION

2021- Present	Ph.D, Computer Science, School of Computer Science, UNIVERSITY COLLEGE DUBLIN (UCD), Dublin, Ireland <ul style="list-style-type: none">➤ Research Area : Spatiotemporal networks analytics of human mobility patterns at points of interest
2015 - 2017	M.Sc., Information Technology (IT) Engineering, School of Industrial Engineering, TARBIAT MODARES UNIVERSITY (TMU), Tehran, Iran <ul style="list-style-type: none">➤ Thesis Grade (20 scale) : 20 Overall GPA : 18.21 (Top 3)➤ Thesis : Network analytics of medical prescriptions using insurance datasets
2010 - 2014	B.Sc., Industrial Engineering, School of Industrial Engineering, UNIVERSITY OF SCIENCE AND CULTURE (USC), Tehran, Iran <ul style="list-style-type: none">➤ Major GPA (20 scale) : 18.12 Overall GPA : 17.89 (Top 10%)➤ A main members of the scientific student association

TEACHING EXPERIENCE

2021- 2022	Graduate Research Demonstrator, UCD UNIVERSITY, Dublin, Ireland <ul style="list-style-type: none">➤ Assisted students with Python coding assignments.➤ Graded student Python assignment scripts. COMP30760 : Data Science in Python (Undergraduate module) COMP47670 : Data Science in Python (Graduate module) COMP10280 : Python programming I (Conversion graduate module) COMP20270 : Python OOP (Conversion graduate module)
2020- 2021	Graduate Research Demonstrator, UCD UNIVERSITY, Dublin, Ireland <ul style="list-style-type: none">➤ Assisted students with C coding assignments.➤ Graded student C assignment scripts. COMP10120 : Computer C Programming II (Undergraduate module)
2013 - 2014	Undergraduate Research Demonstrator, UCS UNIVERSITY, Tehran, Iran <ul style="list-style-type: none">➤ Assisted with preparing teaching materials. Principles of marketing (Undergraduate module)

INDUSTRY EXPERIENCE

2020- 2021	Brand Activation Specialist, Marketing Department, NESTLÉ, Tehran, Iran <ul style="list-style-type: none">➤ Nescafé budget planning : Estimated the return on investment for marketing campaigns by assessing fixed marketing expenses and total trade spending.➤ Nescafé innovation and renovation projects : localized the products' artworks based on consumer behavior➤ Nescafé sales forecasting : Predicted sales targets for modern trade, general trade, and e-commerce channels using sell-out data from big retailers such as Carrefour, Digikala, etc. Analysed agency data, including sampling and social media, to identify trends and customer behavior in order to identify opportunities and solve problems.➤ Nescafé's marketing campaigns : Translated brand objectives into channel targets in coordination with the sales department, shortlisted activation agencies to be invited for activation pitches, developed locally relevant tactical activation plan in line with regional strategic activation plans, and conceptualized campaign ideas to increase brand engagement.➤ Lead a team of 60 third-party employees for sampling/promotional activities.
2017-2019	Key Account Executive, Modern Trade Channel- Sales Department , NESTLÉ, Tehran, Iran <ul style="list-style-type: none">➤ Set volume and value monthly sales targets and achieved them.➤ Foretasted annual sales for Nesquik, Nescafé, Cerelac, and NANKIDS.➤ Lead a merchandiser team of 5 employees and trained them in line with the company's values.
2015 - 2016	Project Coordinator, ENGINEERING, PROCUREMENT AND CONSTRUCTION (EPC), Shimbar, Tehran, Iran <ul style="list-style-type: none">➤ Documented project plans for more than 10 construction companies.➤ Tracked activity progress by Microsoft Project software.

INTERNSHIP PROGRAMS

Summer 2017	🌐Nestlé Sales Academy Trainee, NESTLÉ , Tehran, Iran <ul style="list-style-type: none">➤ Graduated from Nestlé's Sales academy program, a program that combines classroom training, field visits, assignments, and mentorship to develop skills and competency in sales. As a final project, a marketing strategy for recruiting Iranian youths into the world of coffee is developed.
Spring 2017	🌐Unilever Leadership Internship Program (ULIP), UNILEVER, Tehran, Iran <ul style="list-style-type: none">➤ Built communication and leadership skills required for working in FMCG industry. The final project was the implementation of a service catalog based on Information Technology Infrastructure Library (ITIL) specifications for IT department.

SKILLS

Language	Persian (Native Proficiency), English : IELTS overall score : 7.0 (L:7.0, R:7.0, W:6.5 and S:7.5)
Database	PostgreSQL
Software	Gephi, MS Office Suite, \LaTeX
ML and SNA	Supervised Learning, Unsupervised Learning, SNA

PROGRAMMING LANGUAGES

Python	● ● ●
R	● ○ ○
C	● ○ ○

Python Libraries : Igraph, NetworkX, Matplotlib,Pandas, Scikit-Learn, Numpy

HONORS AND AWARDS

- 2021** Winner of SafeGraph Holiday Datathon.
- 2021** Recipient of the UCD school of computer science Ph.D. scholarship.
- 2018** The employee of the year, sales department, Nestlé.
- 2017** Top 3 GPA among all M.Sc. students of IT at TMU.
- 2014** Top 10% GPA among all B.Sc. students of IE at USC.

PUBLICATIONS

Working Papers :

Zarbakhsh, N., Misaghian, S. & McArdle, G. (2022) ‘Human mobility in load forecasting during COVID-19 pandemic in Ireland’, “IEEE Open Access Journal of Power and Energy (OAJPE) Special Section on COVID-19 Impact on Electrical Grid Operation : Analysis and Mitigation” (Under revision).

Zarbakhsh, N., Albadavi, A., Sharif, F. & Shojaei, N. “A Novel application of bipartite network for knowledge sharing among specialized physicians by using medical prescription”.

PROJECTS

SAFEGRAPH HOLIDAY DATATHON, SAFEGRAPH

2020-2021

 [Datathon](#)

Spatiotemporal analysis of Open Census and SafeGraph Patterns datasets to determine human mobility patterns during Black Friday at large retailers in the United States.

[SpatioTemporal Analysis](#) [Python](#)

ANALYZING A CORPUS OF NEWS STORIES, A TEXT-MINING TECHNIQUES, UCD

2020 - 2021

 github.com/NeginZarbakhsh/Text-News-Scraping-Classification-Topic-modeling

Multi-class text classification machine learning model for predicting news article categories.

[Python](#) [Machine Learning](#)

NESCAFE BACK TO UNIVERSITY MARKETING CAMPAIGN (TEAM PROJECT), NESTLÉ

2019

 [NESCAFE Campaign](#)

A 360-degree marketing campaign utilizing social media platforms with the theme “Back to University” was developed in response to COVID-19 pandemic.

[Social Media Analytics](#) [Instagram](#)

A NOVEL APPLICATION OF BIPARTITE NETWORK FOR KNOWLEDGE SHARING AMONG SPECIALIZED PHYSICIANS BY USING MEDICAL PRESCRIPTION, NON-COMMUNICABLE DISEASES RESEARCH CENTER

2016 –2017

 [NCDRC](#)

Analyzing polypharmacy in Iranian healthcare systems by visualizing prescription networks.

[Python](#) [R](#) [Gephi](#) [PostgreSQL](#)

ADDITIONAL RELEVANT CERTIFICATIONS

- 2021** Analysing Covid-19 Geospatial data with Python, Coursera.
- 2020** Complete Python Developer in 2020 : Zero to Mastery, Udemy.
- 2020** Complete 2020 Data Science & Machine Learning Bootcamp, Udemy.
- 2016** Intro to Python for Data Science, DataCamp.
- 2016** Graph Analytics for Big Data, Coursera.
- 2016** Fundamental Writing Course for ISI Papers, TMU.
- 2016** Project Management Body of Knowledge 2012, Ministry of Science, Research&Technology- Tosea Institute.
- 2013** Quality Management System Introduction ISO 9001 : 2008, Moody International Certification.
- 2013** European Foundation for Quality Management, Moody International Certification.

REFERENCES

Available upon request