CONTACT INFO

✉ somi.nik.nz@gmail.com

🏠 169A Shakespeare Rd, Takapuna, Auckland 0620

📞 022 4194645

SKILLS

Highly skilled in SQL, SPSS, R, SAS, Advanced Excel(VBA).

Experienced in statistical analysis, statistical learning models, and optimization methods.

Robust experience in data interpretation and reporting techniques.

Excellent communication skills both written and verbal.

Planning and organizational skills.

Great interpersonal skills.

High attention to detail and ability to deliver high quality outputs to deadlines.

SOMAYEH (SOMIA) NIKMANESH

Data Analyst / Marketing Scientist with PhD in Mathematical statistics and over 5 years of successful market research experience using predictive modelling, data processing, and data mining algorithms to solve challenging business problems. Strong problem-solving and analytical skills. Advanced programming proficiency. Passionate about deep reinforcement learning.

💼 PROFESSIONAL EXPERIENCE

2019
|
2021

Marketing Scientist

Colmar Brunton (A Kantar company)

📍 Auckland, New Zealand

• Spot trends and correlation between business actions and business performance on different customer segments.
• Analysis of customer satisfaction survey.
• Manage on-going and ad-hoc analysis or data requests from business stakeholders.
• Work closely with the client service team to translate internal briefs into analytical projects.
• Provide qualitative and quantitative analysis and insight to inform business strategy, marketing and brand strategies.
• Synthesising data and analysis into impactful, action- oriented reports for internal stakeholders.
• Mine and analyze data from databases to drive optimization and improvement of marketing techniques and business strategies.

Data Analyst

Colmar Brunton (A Kantar company)

Auckland, New Zealand

2015 - 2021

• Writes data collection / data analysis scripts.
• Works on scripting of Links, Adhoc projects and tracker round changes.
• Manage communication with client services team around the impact of changes to client deliverables.
• Executes a final quality check/validation on client database deliverables to ensure client requirements have been executed as expected prior to delivery.
• Use online based reporting tools to deliver information to clients.

Research Analyst

UM Institute of Research Management and Monitoring (Malaysia's leading research university with a high international ranking in the world in research area)

Kuala Lumpur, Malaysia

2012 - 2014

• Working as a part of the team on a project on "Outlier Detection in Time Series model".
• Create, manipulate, and merge large and complex data sets.
• Interpret results, identify potential problems and their solutions.
• Summarize and communicate results of analyses to the supervisor.

👨‍🏫 TEACHING EXPERIENCE

Lecturer

Bostonweb College

Kuala Lumpur, Malaysia

2009 - 2012

Limkokwing College

• Writing lecture material and handouts as well as presenting information in lectures
• Writing examination papers and marking examination papers for students

EDUCATION

University Malaya

PhD in Mathematical Statistics

Kuala Lumpur, Malaysia

2014

Thesis: Mixed Poisson Distribution with applications on insurance claim data

Key Achievements:

- Fellowship Scheme award
- Developed existing models for claim data
- Published papers in journals and presented at International Conferences

Tarbiat Moallem University

M.Sc. in Mathematical Statistics

Tehran, Iran

2006

Thesis:Estimation of Ruin Probability Classical in The Presence of Heavy Tails

Azad Tehran University

B.Sc. in Applied Mathematics

Tehran, Iran

2004