

SUMMARY

Experienced Data Science Manager with a proven track record of driving business growth through innovative machine learning solutions. Led teams to build data-driven marketing strategies, resulting in a **32% increase** in customer engagement and optimizing cross-functional collaboration, reducing deployment timelines by **50%**. Expertise in Python, SQL, machine learning, and A/B testing with a strong focus on delivering actionable insights and measurable business impact.

WORK EXPERIENCES

Senior Data Science Manager at Rocket Internet SE (Superapp Snapp!) Oct 2023–Current

- Spearheaded a cross-functional team of 4 data scientists and analysts to develop personalized marketing solutions, resulting in a **32% increase** in customer engagement across three key markets.
- Pioneered machine learning models for targeted marketing, **increasing customer retention** by **20%** and improving overall **ROI** by **18%**.
- Led the development of a personalized homepage recommendation engine for a superapp with 50M+ users, **boosting click-through rate (CTR)** by **15%** through predictive models of user engagement.
- Streamlined model deployment processes, reducing timelines by **50%**, accelerating market launches and reducing go-to-market time by 3 months.

Data Science Manager at Rocket Internet SE (Superapp Snapp!) May 2023–Nov 2023

- Led the development of segmentation models, optimizing customer targeting, and increasing marketing ROI by **25%** over 6 months.
- Mentored and trained a team of 4 data scientists, contributing to their growth by fostering a culture of innovation, leading to a **15% improvement** in project delivery speed.

Senior Data Analyst at Rocket Internet SE (Superapp Snapp!) May 2021–May 2023

- Conducted in-depth analytics to identify key customer behaviors, directly contributing to churn reduction strategies that led to an **18% improvement in retention** over the first year.
- Developed and deployed predictive models to personalize content delivery, increasing customer engagement by **14%**.
- Collaborated with cross-functional teams to integrate data insights into **multi-venture campaigns**, improving campaign effectiveness by **22%**.

Business Data Analyst at Agah Aug 2019–Feb 2021

- Designed data-driven solutions to optimize financial products, applying machine learning techniques like NLP for news analysis, leading to a **20% reduction in risk prediction errors**.
- Created and maintained **real-time visual dashboards** for portfolio management, enhancing decision-making accuracy and cutting time spent on manual reporting by **30%**.
- Led anomaly detection efforts using clustering algorithms, improving accuracy and timeliness of financial risk assessments by **15%**.

EDUCATION

Allame Tabataba'i University

Master of Business Administration (MBA) - Technology Management, GPA: (18.1/20.0)

- Developed a deep interest in Data Science, leveraging a strong computer science background and involvement in projects related to Data applications in Finance and Technology Forecasting.

Sharif University of Technology

B.Sc. Computer Science, Department of Mathematical Sciences, GPA: 14.9/20

- Gained a solid foundation in mathematics (Linear Algebra, Probability, and Statistics) and AI/Data Science (Data Analysis, Data Structures, Design of Algorithms, Computer Vision, and Image Processing).
- Developed a strong understanding of business and management through courses in Entrepreneurship, Technology Management, Economics, and Project Management.

Allame Helli High School

Pre-University and High School Diploma in Mathematics Physics, GPA: 19.44/20

- Affiliated with the National Organization for Development of Exceptional Talents (NODET)

KEY SKILLS & TECHNOLOGIES

- **Programming & Tools:** Python (NumPy, SciPy, Scikit-learn, TensorFlow, PyTorch), R, SQL
- **Machine Learning & Analytics:** Predictive Modeling, Anomaly Detection, Clustering, A/B Testing, NLP, Feature Engineering
- **Big Data Technologies:** Hadoop, Spark
- **Data Visualization:** Matplotlib, Plotly, Power BI
- **Leadership & Strategy:** Team Leadership, Mentorship, Stakeholder Engagement
- **Domain Expertise:** Domain Expertise: Marketing Analytics, CRM Optimization, Customer Segmentation

SELECTED PROJECTS

- **Market Indices Prediction**

Developed predictive models for market indices using news and technical indicators, processing over 200,000 news articles. Results led to a 10% improvement in market forecasting accuracy, enhancing decision-making in trading strategies.

- **Short-Term Price Prediction by Limit Order Books**

Implemented order imbalance-based features and reduced feature dimensions for designing short-term trading algorithms. Developed visualization methods for order flows.

- **Financial Anomaly Detection Algorithms**

Researched anomaly detection algorithms for financial data streams, using deviation-based methods and clustering for detecting outlier data.