Mohamad Ali Nasser

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EDUCATION

LAMBDA SCHOOL
San Fransisco, CA
Machine Learning (2020)

LEBANESE AMERICAN UNIVERSITY
Beirut, Lebanon
B.A. Finance (Jul 2011)

ADDITIONAL SKILLS

English, French, Arabic, Basic Spanish.

Python, SQL, PySpark, AWS services.

Facebook marketing tools, Google Ads and Analytics, Technical SEO, SEM, Digital marketing.

Excel, Word, PowerPoint, Notion, Trello.

E-commerce management, Shopify, Squarespace.

Analysis, Problem solver, Hard working, Owner and entrepreneurial mentality.

PROFESSIONAL EXPERIENCE

MACHINE LEARNING CONSULTANT - COUNTER PROLIFERATION CELL
Center for Advanced Defense Studies, Washington, D.C., VA / Sep 2019 – Present

- Consult on a project of interest to the International Atomic Energy Agency.
- Research and implement a Machine Learning algorithm that correctly identifies companies taking part in the Nuclear Fuel Cycle.
- Successfully co-authored a research paper that studies the possibilities of applying ML in order to identify Positive Unlabeled data in an imbalanced set.
- Dealt with big data containing 170 million observations using Dask and PySpark. Integrated AWS EMR, RDB, and Sagemaker. Implemented productivity tools such as Trello and Notion.

DATA SCIENCE TEAM LEAD - PART TIME
Lambda School, San Francisco, CA / Jul 2019 – Present

- Explain and help with Machine Learning concepts and models to around 10 students. Give out daily code reviews and debugging support.
- Assist students in sourcing data and building pipelines.
- Coordinate with different Team Leads to iterate and optimize student processes.

DIGITAL PROJECT MANAGER
Time and Diamonds, Paris, Ile de France / Nov 2017 – May 2019

- Planned and implemented the digital marketing strategy for a company with 14 million euros turnover - Resulting in a ~35% increase in overall sales.
- Successfully create alternative revenue streams. Set-up omni digital sales channels via multiple European marketplaces.
- Successfully implemented a Search Engine Marketing strategy, breaking into Google's top page with an average 5th position for target generic keywords. Surpassing direct competition within 5 months and resulting in a 600k free search impressions with a 7.6% click through rate for the brand Clueless.
- Implemented analytics and data tagging processes; narrowing our target audience and improving our communication. Used different analytics tools to lead paid advertisements, decrease user-acquisition cost, and optimize purchase funnels.
- Coordinated the development of different eCommerce shops with both UX and SEO approach.

GROUP CONTROLLER
Schneider Brothers, Paris, Ile de France / Oct 2016 – Nov 2017

OPERATION MANAGER
Asal, Dubai, Dubai / Aug 2011 – Jul 2016