Inès Mebarki

ines.mebarki@essec.edu   + 33 7 60 08 49 36   www.linkedin.com/in/inès-mebarki

Education

2019 – 2023 E - ESSEC BUSINESS SCHOOL – Paris, FRANCE
Candidate for Master of Science in Management and Business Administration, **Graduation in October 2023**
Major in Business Analytics, courses in Finance, Accounting, Marketing, and Management. GPA: 3.2/4

Spring 2022 - GOTHENBURG UNIVERSITY - Gothenburg, SWEDEN
International Exchange Program, Business, and Management Studies

2017-2019 – LYCEE HENRI IV– Intensive preparatory classes for competitive national examination
Mathematics, Economics, Geopolitics, Philosophy, English, German

Experience

July 2021 – June 2023 E - MON PETIT PLACEMENT, Lyon, FRANCE: **Data Scientist/Analyst**, Apprentice
- *Data visualization/analysis:*
  Extracting data from a relational database (PostgreSQL) to analyze it
  In-depth analysis of sales and acquisition performances over time for C-level positions
  Automating most frequent extracts through Python and visualization as excel files
  Developing dashboards for decision support and KPI follow-up, through Grafana or Streamlit
  Development of an algorithm that forecasts upcoming billing given the dynamic billing model of the company (based on a high-water mark)
  Development of a web scrapper getting funds' valorization to help portfolios' monitoring (reducing spending in licenses)
  Automating sales tasks through workflows with a high level of personalization for the customer using HubSpot API

- *Machine learning:*
  Forecasted the number of clients and assets under management with regression to help elaborate the business plan
  Enhanced the advice algorithm helping human consultants on portfolio allocation given the customer risk profile
  Clustering the database for marketing or product purposes (design of personas, understanding of behaviors)
  Developed a predictive algorithm to estimate the likelihood of a prospect becoming a client to help lead prioritization (deployment in production with Docker).

July 2020 – December 2020 - MON PETIT PLACEMENT, Lyon, FRANCE: **Project Manager for the COO**, Intern
- Various reporting for the CEO: performance indicators, benchmark of the competitive environment
- Organized events (webinars, competitions) with clients, partners schools
- Advanced use of HubSpot CRM (Designing workflows)
- Wrote out financial content for the Sales team (report of funds performances, macroeconomic notes, pedagogical articles for clients)

September 2020 – July 2021 - GREENFURN, Paris, FRANCE: **Consultant for a project of eco-design furniture**, Part-time
- Junior consultant for a business creation project of eco-design furniture in a team of five students
- "Wasterial" furniture market study, discovery of the cradle-to-cradle market

Skills

IT: Python, SQL, Grafana, Streamlit, Tableau, Office Pack, HubSpot, APIs manipulation (Crisp, Hubspot)
LANGUAGES: French (native); English (fluent); German (advanced proficiency); Chinese (notions), Spanish (notions)
          Comfortable with agile methodology, excellent interpersonal skills, pro-efficiency in problem-solving and project management

Interests

- Strong interest in innovation and entrepreneurship: fintech and insurtech environment follow up
- Participation in the professional integration program for refugees EACH ONE (Support in finding work and housing, sharing cultures)
- Midfield player in the Essec Women's Football Team (EFF)