

LANDRY MOMENI

Data Scientist, HETIC (present)

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EXPERIENCE

Traffic Manager

MONNAIE DE PARIS, institution and Jewelry Company

📅 Juin 2014 – Oct 2017 📍 Paris – FRANCE

- SEA (Facebook Ads, Twitter Ads, Snap Ads)
- Native Advertising
- Display, Execution of the TV / VOL strategy in coordination with the Marketing Director
- Performance Partnerships, comparators
- Retargeting strategy
- Using of some great tools Google Analytics, Periscope Data, Google Data Studio

Traffic Manager

ATOODOG great online store of dogs and cats accessories

📅 Apr 2013 – Sep 2013 📍 Boulogne-Billancourt – FRANCE

- Responsible for traffic analysis (Analytics)
- Dashboards, Cash back, management of comparators on affiliate platform, Reporting,
- Adwords campaign management

FORMATION

Data & Digital Marketing

HETIC

📅 Oct 2018 – en cours 📍 Montreuil – Île-de-France

- Math & Statistic & Probability
- Python
- Pandas, Numpy, Data Visualisation & EDA
- Algorithm: Graph, CAP Theorem, Complexity...

Master Marketing et Commerce option Webmarketing (obtenu)

ESGCI- Paris

📅 Oct 2011 – Janv 2014 📍 Paris

SCHOLAR AND PERSONAL PROJECTS

📁 ACCOR Challenge organized by Webschoolfactory, Strate College, ESG and 3rd prize 📅 2013 – 2013

📁 FREE DATA LABS Challenge, project of installation of an Italian company in France 📅 Juin 2013 – Sep 2013

📁 Customer Revenue Prediction 📅 Juin 2018 – Sep 2018

📁 Predict Sales Futures 📅 Août 2018 – Oct 2018

📁 Kickstarter's Crowdfunding 📅 Dec 2018 – en cours

📁 FAMAE Water's Challenge 📅 Dec 2018 (2 semaines)

LIFE PHILOSOPHY

"L'écriture, toute écriture, reste une audace et un courage. Et représente un énorme travail. Michèle Mailhot"

ARCHIVE

🎓 Master's Degree

🏆 FAMAE Water's Challenge
Analysis of Water's Stress around the world

STRONG POINTS

Hard-working (17/24) Curiosity
Motivation & Leader Creative
Team work Autonomous

Maths - Statistics - Probability EDA
Data Mining Marketing skills
Temporal series Machine Learning
Analysis

LANGUAGE

Anglais ●●●●●

Français ●●●●●

PROGRAMMATION

Python-3 ●●●●●

SQL ●●●●●

HTML - CSS - JS ●●●●●

R + Rstudio ●●●●●