Mirjan Miftaraj

Nationality: Albanian

Location: Tirana, Albania

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Profile: Data Scientist – Marketing Campaign Manager – Pricing Analyst

Detail-oriented Data Scientist and Marketing Campaign Manager with a solid foundation in applied mathematics, adept at extracting actionable insights and hidden patterns from complex datasets.

Proven track record in effectively communicating findings to stakeholders and follow-up with respective teams accordingly for the implementation and monitoring the results afterwards. Seeking a challenging position as a Senior Data Scientist and/or Marketing Campaign Manager to apply expertise in data science and contribute to strategic decision-making.

Proficient on using Python, R, SQL, Power BI and GCP/AWS online services for the Data Science purposes.

Always exciting and open to learn and listen about data and how we can use their insights for business purposes.

Work Experience:

Senior CVM & Big Data Specialist – Full Time

Organization: Vodafone Albania, Telecommunications

Location: Tirana, Albania

Start Date: December-2020

- Developed and implemented personalized marketing campaigns, resulting in a solid improvement in predictive analytics accuracy, reflected directly to revenue growth, less churn and customer engagement improvement towards organization products and services.
- Collaborated with cross-functional teams and stakeholders to define business problems and translate data analytics findings into actionable insights.
- Profit & loss optimization for each sub-segment of customer base, identifying the ones who can bring more values to the business vs. ones who we can reduce loss from.
- Customer retention prevention from a possible port-out treating them with more benefits and lower prices to get the maximum profit while we retain them in our base.

Data Science & AI Team Leader- Part Time

Organization: ConsciESG, Fintech

Location: Delaware, US – Tirana, Albania

Start Date: June-2023

- Lead of Data Science team focused in developing and implementing ESG data solutions. Proven ability to use ESG data to drive insights and make informed decisions.
- Applied machine learning algorithms to solve business problems, including supervised learning (classification and regression), unsupervised learning (clustering and anomaly detection), and reinforcement learning.
- Presented data science findings to stakeholders and communicated the business value of data science initiatives.

Data Science Trainer - Part Time

Organization: SDA Albania by Protik, Education

Location: Tirana, Albania

Start Date: November-2023

- Trainer with a proven track record of success in developing and delivering engaging and informative training programs. Possesses a deep understanding of data science concepts and methodologies, as well as strong communication and presentation skills. Passionate about helping others learn and grow their skills in data science.
- Helped data science students to get introduced with machine learning algorithms to solve business problems, including supervised learning (classification and regression), unsupervised learning (clustering and anomaly detection), and reinforcement learning.
- Developed and maintained a library of machine learning resources for data scientists.

Data Scientist – Full Time

Organization: Flash Data Pro, Sports

Location: Tirana, Albania

Duration: May-2019 to December-2020

- Part of statistics department where my main activity consists of create, enhance, hyperparameter tuning and go live of Machine Learning models mostly for football and tennis sport matches, using Python and R.
- Applied statistical techniques to analyze and interpret complex datasets such as football and tennis results dataset, providing valuable insights for strategic planning.

- Worked closely with stakeholders to understand business objectives and tailor data science solutions to meet organizational goals such as reaching higher accuracy of the ML models.
- Web scrapping using Python libraries to get the data to make proper analysis, finding desired insights as well as and building the right models for the business purposes.

Education:

Master of Science in Applied Mathematics

University: University of Tirana

Location: Tirana, Albania

Graduation Date: July-2020

Bachelor of Science in Applied Mathematics

University: University of Tirana

Location: Tirana, Albania

Graduation Date: July-2018