Mona Eslamijam

Contact Information:

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	Quantitative Marketing, Social Media, Online Advertising

Education:

2020–2021	**Graduate Certificate in Economic and Demographic Data Analysis** - *University of Texas at Dallas - School of Economic*
2018–2020	**M.Sc. in Business Analytics** - *University of Texas at Dallas - School of Management GPA – 3.50/4.00*
2016–2018	**M.Sc. in Systems Engineering and Management** - *University of Texas at Dallas - School of Engineering GPA – 3.48/4.00*
2007–2011	**B.Sc. in Industrial Engineering** - *Mazandaran University of Science and Technology, Iran GPA – 3.15/4.00*

Projects:

Partnership with Lennox to resolve the trust barrier - **Social Media Marketing** *Selected as a second-place winner by Lennox for providing a quantifiable method for measuring reputation around the "Trust Barrier" in the HVAC industry, and defined opportunities and threats for their future growth.*

Telecommunication Customer churn prediction - **Applied Machine learning** *Developed an analysis model using algorithms like KNN regressor, linear regression, Ridge, Lasso, polynomial regression, SVM both simple and with kernels to predict customer churn.*

Do unemployment rate asymmetrically effect US consumers' confidence *Employ ADF to investigate the stochastic behavior of series, build error correction model to estimate the short term and long-term effect of series, using R studio.*

Releasing strategy of new apps on Google Play - **Predictive Analytics Using SAS** *Providing Managerial insights to determine the most important factors for installation of a specific app (Using Google Play Dataset).*

Technical Skills:

Database Systems	MS SQL, SAP HANA, Oracle
Languages	Python, R, SAS

Professional Experience:

Teaching Assistant - **University of Texas at Dallas** *Conducted sample problem-solving assignment which enabled 60+ students to build critical thinking skills.*

Student Worker - University of Texas at Dallas *Performed consulting activities which facilitated accurate planning on mentorship program.*

Quality Assurance Analyst - Sima Novin, Iran *Contributed to gathering, analyzing, and tracking of business requirements of stakeholders .*

System's Coordinator - Tehran Food Wholesaler Syndicate, Iran *Presented and trained management dashboard to end users.*

Workshops and Seminars:

Fall 2020	**Data Analytics Colloquium** *Data Scientist Seminar*
Summer 2019	**Quantitative Marketing and Structural Econometric** *Kellogg School of Management*
Fall 2019	**Marketing Seminar Series** *Morris Hite Center at Naveen Jindal School of Management*

Certificates and Awards:

2020	**Data Science Certificate, Brain Station** *Certificate ID:830-817-996*
2020	**Python Programming Certificate, Brain Station** *Certificate ID:830-817-998*
2018	**Certified Associate Project Management**
2017	**Minnie K. Patton Endowed Scholarship** *Merit based*
2016	**Dr. Anson L. Clark Presidential Scholarship** *Merit based*

Volunteer Experiences:

2018-2020	**Business Analytics Leadership Council** *Working with program leadership to improve the colligate experience of all students.*
2016-2017	**Vice President of System Engineering Student Organization** *Led student's meeting, prepared annual expenses plan, and secured event guest lecturers.*
2016-2017	**Student Organization Funding Advisory** *Organized more than 30 activity-based events to enhance student's leadership and teamwork.*