

# Sirine Ben Mansour

Fully remote (Based in Tunisia) | +21695277618 | [Sirine.bnmnsr@gmail.com](mailto:Sirine.bnmnsr@gmail.com) | [LinkedIn](#) | [Recommendations](#)

## SUMMARY

Marketing Data Analyst with experience in executing end-to-end Marketing Mix Modeling projects and optimizing multi-channel ad budgets. Delivered strategic recommendations that improved spend-efficiency and developed automated dashboards to track KPIs, enhancing data-driven decision-making. Aims to leverage analytical skills and project experience to drive impactful marketing strategies in a data analyst role.

## PROFESSIONAL EXPERIENCES

### CABA Design

**Jul 2024 - Jun 2025**

*Marketing Data Analyst*

*California, USA (Remote)*

- Owned end-to-end Marketing Mix Modeling (MMM) projects, delivering quarterly C-suite presentations on results and strategic recommendations.
- Performed in-depth analyses across 7+ marketing channels, including paid social, search, email, and direct mail, to optimize a \$4M annual ad budget.
- Identified key trends and provided data-driven recommendations that improved spend-efficiency.
- Assisted in the design and implementation of GeoLift experiments to precisely measure incremental ad impact across various DMAs and geographic regions in the USA, contributing to data-backed go-to-market strategies.
- Developed and maintained automated dashboards in Looker Studio to track critical KPIs such as CPA, ROAS, and LTV from 30M+ data points. This significantly reduced reporting time and enabled data-driven optimization of creatives and targeting strategies.

### AccessToEBusiness

**Feb 2024 - Jun 2024**

*Marketing Data Analyst (End-of-study Project)*

*Tunis, Tunisia (Hybrid)*

- Executed a Marketing Mix Modeling (MMM) project to quantify the effectiveness of marketing initiatives on website traffic for a specific e-commerce client, resulting in actionable insights for traffic improvement
- Managed the full data lifecycle for the project, including cleaning, transforming, and validating large digital datasets using Python and SQL, ensuring accuracy and efficiency through AI and automation tools
- Created detailed data analyses and reports, presenting key findings and delivering strategic recommendations for optimizing media spend and digital media strategy, leading to improved media efficiency

### Expensya

**Jul 2023 - Aug 2023**

*Data Analysis Intern (Customer Behavior)*

*Lac1, Tunis, Tunisia*

- Developed and refined three key dashboards, significantly improving data accessibility and usability for various stakeholders.
- Collaborated closely with Product Managers to design and launch four new dashboards, directly empowering the internal product team with enhanced data-driven decision-making capabilities.
- Analyzed and interpreted SaaS platform event data, translating complex information into critical insights that directly guided strategic decisions for six Product Managers.

### M1 Marketing

**Feb 2021 - Apr 2021**

*Digital Marketing Intern*

*Megrine, Ben Arous, Tunisia*

- Developed and published six compelling blog posts, significantly enriching website content and boosting audience engagement.
- Optimized five WordPress website pages for SEO, enhancing user experience and improving search engine visibility.
- Crafted and executed a month-long content strategy, ensuring a consistent online presence and achieving a 20% increase in social media engagement during the internship period.

## EDUCATION

### Tunis Business School - Tunisia

**2020 - 2024**

*Bachelor of Sciences, Business Administration*

- **GPA:** 3.0 CGPA (American Grading System)

### Ibn Mandhour High school – Tunisia

**2016 - 2020**

*Baccalaureate, Experimental Sciences*

- **GPA:** 16.33 (French Grading System)
- **Achievements:** Mention: Very good (Mention très Bien)

## RELEVANT SKILLS

- **Analytics and Data:** SQL, Excel(Advanced), Google Sheets (Advanced), Python, R, GA4( Google Analytics), Looker Studio, Tableau, PowerBI, Data Visualization, Statistical Modeling, Forecasting, Regression Analysis
- **Marketing Measurement:** A/B Testing (Causal Inference), Lift testing, GeoLift, Marketing mix modeling, Attribution Modeling, Incrementality testing, Funnel Analysis, ROAS/CAC Analysis
- **Ad Platform knowledge:** Google Ads, Meta Ads, Programmatic Ads (The trade desk), Email Marketing (Klaviyo), Shopify Analytics

## LANGUAGES

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- English (Fluent)
- French (Fluent)
- Arabic (Fluent)
- German (Basic)

## VOLUNTEERING EXPERIENCE

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### **AIIESEC in Tunisia**

**Feb 2025 - Jun 2025**

*Audit Responsible, Entity Control Board (Quality Management)*

- Conducted internal audits and ensured compliance with organizational standards to enhance operational efficiency.

### **She Starts Africa TBS**

**Sep 2021 - Sep 2022**

*Co-founder and President*

- Served as President and Co-founder of She Starts Africa, a pioneering social enterprise focused on empowering young women in entrepreneurship and leadership, grew membership to 40+ in 1 year.

### **Tunisian International Model United Nations (TIMUN)**

**Dec 2020 - Mar 2021**

*General Secretary of Marketing and Communication Department, MWTO event*

- Led promotional campaigns and stakeholder communications for the Model World Trade Organization (MWTO) conference.

### **ATLAS Future Leaders TBS Chapter**

**Oct 2020 - Jul 2021**

*Member, Project Management Department*

- Contributed to the planning and execution of leadership development initiatives and youth empowerment projects.