Yousef Ebrahimi

Data-Driven Business Analyst and Market Researcher

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Profile

Results-driven business analyst with 7+ years of expertise in data analysis, digital marketing, and customer relationship management. Leveraging Python, data visualization, and predictive modeling to drive business growth and inform strategic decision-making. Proven track record of analyzing complex data sets to identify trends, optimize processes, and improve customer satisfaction, driving business outcomes and revenue growth.

Areas of Expertise

Data Analysis - Visualizing with Advanced Charts - Building Forecasting Models - SEO - WordPress - Content Strategy - Search Engine Ranking - Data Mining - On-Page Optimization - Business Intelligence - CRM - Business Process Automation - Prompt Writing - Web Design

Professional Experience

Business Analyst, *Cisco*   **Lisbon, Portugal** *05/2024 - 09/2024*

- Full-time job at Cisco in the CX team; administering customer databases and profiles to support sales and account management efforts.

- Successfully enabled scaled automation on digital customer journeys.

Data Collection Analyzer, *(Nest Seekers International)*   **New York, USA** *10/2023 - 01/2024*

- Part-time job (remote) at a global luxury real estate firm, connecting people & properties worldwide.

- Collected & analyzed data from real estate across global offices, identifying insights to inform business strategy

- Streamlined data collection processes through automation, reducing manual data entry by 50% & improving data accuracy & timeliness for enhanced reporting & decision-making.

Meta Customer Delight Representative, *(Teleperformance)*   **Lisbon, Portugal** *09/2023 - 11/2023*

- Full-time job at Teleperformance: Facebook Support for Meta

- Provided technical support and tailored solutions to advertisers on Facebook, resolving issues that impacted campaign performance

- Achieved high customer satisfaction by resolving technical issues for Meta advertisers to ensure successful ad delivery

Web Design Specialist, *(TEDx Nova)*   **Lisbon, Portugal** *03/2023 - 09/2023*

- Freelancer at Lisbon-based TEDx event by Nova University

- Designed the entire website for TEDx Nova, increasing monthly site traffic by 28% through engaging UI/UX

- Partnered with cross-functional teams to optimize website layout, improving lead conversion rate by 15%

Webmaster & WordPress Web Designer, *(Girafa)*   **Lisbon, Portugal** *01/2023 - 07/2023*

- Full-time job at online booking platform: connecting content creators & studios with clients

- Created WordPress websites (Marketplace) from Figma designs and customized CSS & HTML for pixel-perfect results.

- Delivered final designs within a 3-month timeline and ensured website stability during 6-month maintenance.

Web Design Specialist, *(Greenment)*   **Lisbon, Portugal** *10/2022 - 03/2023*

- Full-time job at Eco-concrete & plant-based solutions company

- Designed & implemented new features & functionality, establishing the website's architecture & responsive web design.

- Ensuring high-performance & availability, managing all technical aspects and turning it into a working theme & plugin.

SEO Specialist & Webmaster, *(DCGLab Company)*   **Tallinn, Estonia** *03/2021 - 01/2023*
- Full-time job (remote) at Neuromarketing Agency
- Optimized international English website and brought many keywords to the top positions of Google
- Analyzing competitors using analytical charts and data and doing SEO Audit

Search Engine Optimization Specialist, *(Abdin Digital Marketing Agency)*   **Tehran** *03/2020 - 02/2021*
- Full-time job at full-service marketing agency: Websites, content, SEO.
- Led 9 premium projects (design & SEO) with a team of 3 members: UI, Content & SEO
- Increased client website impressions by 60K through SEO strategies in 9 months and boosted organic traffic by 20%
- Optimized eCommerce, startup & company web analytics for content & driving an 8% CTR increase.

Search Engine Optimization Specialist, *Freelancer*   **Tehran** *01/2018 - 08/2019*
- Reached users from 1500 to 7500 per month (80% UP in 15 months) for one of my clients
- 27% increase in website traffic from social media and Achieved 500+ page views/day by organic searches

Customer Support Specialist, *(Snappfood)*   **Tehran** *05/2018 - 04/2020*
- Full-time job at Iran's top food delivery platform: connects people with 30,000+ restaurants.
- Boosted customer satisfaction by 30% in 2 years by revamping support procedures.
- Supported 130 customers daily while optimizing ticket flow and SLAs in Jira, reducing the backlog by 25%

Certifications & Online Courses

- Python Basic (Mar. 2024) - Hacker Rank | SEO II (Mar. 2024) - HubSpot Academy
- Introduction to Cybersecurity (Mar. 2024) - Cisco | Introduction to Data Science (Jan. 2024) - Cisco
- Career Essentials in Data Analysis (Aug. 2023) - Microsoft, LinkedIn
- Visualization with Tableau (Jul. 2023) - University of California, Davis, Coursera
- Introduction to Data Studio (Jan. 2022) - Google | Google Analytics for Power Users (Jan. 2022) - Google
- Optimizing a Website for Google Search (Jul. 2021) (University of California, Davis, Coursera)

Education

MSc Data Science & Advanced Analytics *Universidade Nova IMS Lisboa,* **Lisbon, Portugal** *2022-2024*

Skills

- **Programming:** Python (Pandas, Matplotlib, NumPy, Scrapy...), experience working with Generative AI
- **Data Visualization:** Tableau, Microsoft Power BI, Excel
- **Machine Learning:** Supervised & Unsupervised Learning, Model Evaluation, Decision Trees, Cluster Analyses
- **Software:** Project (MSP), Adobe PhotoShop, Audition, Camtasia
- **SEO:** Google Search Console, Analytics, Looker Studio, Trends, Screaming Frog, SEMrush, Ahrefs, WordPress
- **Soft Skills:** Presentation, Planning, Organized, Troubleshooter, Teamwork, Active Listening, Adaptability

Languages

- **English** [Proficient] - IELTS
- **Portuguese** [Basic] - A1, Learning
- **Persian** [Native]
- **German** [Basic] - A1