Joseph 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 - Data Visualization - Predictive Modeling - SEO - WordPress - Content Strategy - Search Engine Ranking - Data Mining - On-Page Optimization - CRM - Business Process Automation - Prompt Writing - Web Design

Professional Experience

Digital Growth Analyst, *(Nova SBE School of Business and Economics)*   **Lisbon, Portugal** *11/2024 - current*

- Developing and managing a comprehensive CRM system to streamline customer journey automation, improving lead generation.

- Leading SEO optimization strategies and technical website improvements to boost organic traffic and search engine rankings.

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

- Fulltime job at Cisco in the CX team; Administered customer databases and profiles within Salesforce to support sales and account management efforts, ensuring data integrity and accessibility.

- Successfully enabled scaled automation of digital customer journeys, resulting in a 35% increase in customer engagement/leads

- Collaborated with sales teams to evaluate user feedback, leading to actionable insights that enhanced the onboarding experience.

Data Collection Analyzer, *(Nest Seekers International)*   **New York, USA** *10/2023 - 02/2024*

- Parttime remote job at a global luxury real estate firm, connecting people & properties worldwide.

- Collected and analyzed real estate data from global offices, providing key insights that informed strategic business decisions.

- Streamlined data collection processes through automation, reducing manual data entry by 50% and significantly improving data accuracy and timeliness.

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

- Fulltime job at Teleperformance: Diagnosed recurring technical problems for Facebook advertisers, strategically resolving platform issues to optimize campaign performance.

- Consistently achieved high customer satisfaction ratings by effectively troubleshooting technical issues and ensuring successful ad delivery for Meta advertisers.

- Proactively identified and escalated recurring technical issues, contributing to product improvements and enhanced user experience for Facebook's advertising platform.

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

- Freelancer at Lisbon based TEDx event by Nova University; Designed and developed the TEDx Nova website, resulting in a 28% increase in monthly site traffic through engaging UI/UX design and optimized content.

- Executed targeted email marketing campaigns that drove audience engagement and increased event registrations by 45%.

- Implemented A/B testing on key landing pages, resulting in a 23% increase in CTR and overall website engagement.

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

- Fulltime job at online booking platform - connecting content creators & studios with clients

- Translated Figma designs into pixel-perfect WordPress websites, optimizing UI/UX through CSS and HTML implementation.

- Delivered high-quality website designs within a 3-month timeline and ensured website stability throughout 6-month maintenance.

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

- Fulltime job at Eco-concrete & plant-based solutions company

- Designed and implemented new website features and functionality for Greenment, establishing a robust website architecture and ensuring responsive web design for optimal user experience across all devices.

- Managed all technical aspects of the website, ensuring high performance, availability, and seamless integration of plugins.

- Developed and executed a YouTube marketing strategy that increased organic website traffic by 11% within 3 months.

Webmaster and Web Designer, *(Brainbox Company)* **Tallinn, Estonia** *03/2021 - 01/2023*
- Full-time job (remote) at Neuromarketing company; Designed an e-commerce website, showcasing their courses

- Conducted comprehensive competitor analysis using analytical charts, providing insights to inform content strategy.

SEO Strategist and WordPress Designer, *(Abdin Digital Marketing Agency)* **Tehran** *03/2020 - 02/2021*
- Full-time job at full-service marketing agency: Websites, content, SEO.

- Led 9 premium website design and SEO projects, managing a team of 3 members (UI, Content, and SEO) to deliver high-quality results and achieve client objectives.

- Increased client website impressions by 60,000 through effective SEO strategies within 9 months, boosting organic traffic by 20% and driving significant online visibility.

- Optimized ECommerce, startup, and company web analytics for content, resulting in an 8% increase in CTR and engagement.

- Developed and implemented a comprehensive link-building strategy and improved search engine rankings.

Search Engine Optimization Specialist, *(Freelancer)* **Tehran** *01/2018 - 08/2019*
- Increased website users from 1,500 to 7,500 per month (80% growth) for a key client within 15 months through effective SEO strategies and content optimization.

- Achieved a 27% increase in website traffic from social media platforms and drove 500+ page views per day through organic search results, significantly expanding audience reach.

- Successfully ranked a client's website for multiple keywords in the top 5 search results on Google

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 service level agreements (SLAs) in Jira, reducing the support backlog by 25% and enhancing operational efficiency.

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) - [Coursera](#)

- Introduction to Data Studio (Jan. 2022) - [Google](#) | Google Analytics for Power Users (Jan. 2022) - [Google](#)

- Optimizing a Website for Google Search (Jul. 2021) ([Coursera](#))

Education

MSc Data Science Advanced Analytics *NOVA University Lisbon, Nova IMS* **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** [Native] - IELTS
- **Portuguese** [Basic] - A1, Learning
- **Persian** [Native]
- **German** [Basic] - A1