

# Yousef Ebrahimi

Data Analyst and Market Researcher

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## Profile

Strategic Data Analyst & Digital Growth Specialist with 10+ years transforming complex data into revenue-generating insights and scalable organic growth engines. Expert in architecting end-to-end analytics solutions—from automated ETL pipelines and predictive churn modeling to executive dashboards that drive C-level decision-making. Proven track record: reduced manual reporting by 60%, identified \$8M+ in upsell opportunities through behavioral analysis, and increased organic traffic by 520% through AI-powered SEO strategies. Combine deep technical expertise (Python, SQL, Tableau/Power BI) with growth marketing mastery (technical SEO, link building, conversion optimization). Specialized in leveraging AI/LLM tools (ChatGPT, Claude, prompt engineering) to automate workflows, optimize content at scale, and future-proof strategies in evolving digital landscapes. Passionate about building data-driven, automated systems that turn insights and search engines into predictable revenue channels.

## Areas of Expertise

Python (Pandas, NumPy, Scikit-learn) - Advanced SQL & Database Management - Power BI & Tableau - Predictive Analytics & Machine Learning - ETL - A/B Testing - Salesforce CRM - AI Prompt Engineering (ChatGPT, Claude, Gemini) - Data Mining - Technical SEO (Audits, Schema, Core Web Vitals, Crawling Budget, Indexing) - On-Page & Off-Page Strategy - Search Generative Experience (SGE) Optimization - Python for SEO Automation - Link Building & Digital PR - E-E-A-T Optimization - Keyword Research - Conversion Rate Optimization (CRO) - SEMrush/Ahrefs

## Professional Experience

### Data Analyst *Cisco Portugal*

**Lisbon, Portugal** 04/2025 – Present

- Analyzed enterprise hardware lifecycle data across 40+ accounts, identifying \$14.2M in upsell opportunities through predictive renewal modeling and behavioral pattern analysis.
- Developed automated Tableau dashboards integrating Salesforce data streams, flagging at-risk accounts 90 days early and increasing renewal rates by 22%.

### Growth Analytics & SEO Lead *Nova SBE - VCW Lab*

**Lisbon, Portugal** 11/2024 – 04/2025

- Executed technical SEO overhaul achieving Rank #1 for "VCW method" and 12 competitive keywords, growing organic traffic 270% to 38K monthly visitors.
- Architected CRM environment unifying 6,300+ contacts and executed A/B testing across 22 landing pages, boosting conversion rates 26% through statistical validation.

### Data Engineer & Analyst *Nest Seekers International*

**New York, USA (Remote)** 10/2023 – 05/2024

- Engineered Python ETL pipelines aggregating real estate data from 17 international sources, improving data accuracy from 72% to 97% and enabling market intelligence.
- Created automated email segmentation in Mailchimp supporting luxury property deals worth \$5M+ through data-driven targeting and campaign optimization.

### Digital Growth Specialist *TEDx Nova*

**Lisbon, Portugal** 03/2023 – 09/2023

- Designed WordPress website with SEO-optimized architecture and executed email campaigns to 2,500+ subscribers, driving 4,800+ event registrations (sold-out event).
- Implemented Google Analytics tracking and A/B testing framework, achieving 41% email open rate and 23% CTR improvement through conversion optimization.

### Technical SEO Manager *Siedrés Clothing*

**Istanbul, Turkey (Remote)** 02/2022 – 03/2023

- Automated Python-based outreach campaigns securing 50+ backlinks on DA 60+ publications and optimized Core Web Vitals across 300+ pages (LCP +18%).
- Collaborated with product teams conducting 45+ technical SEO reviews, embedding optimization best practices into development lifecycle and documentation standards.

### Data Engineer *FinTech Horizon Solutions*

**Barcelona, Spain (Remote)** 01/2023 – 07/2023

- Architected Apache Airflow pipelines processing 4.2TB+ daily data across 28 systems, reducing ETL runtime 64% and designing star-schema warehouse with 45+ tables.
- Developed customer churn prediction model (Python + XGBoost) achieving 91% accuracy, reducing churn 19% and retaining €350K revenue in six months.

## Senior SEO Strategist *Abdin Digital Marketing*

Tehran, Iran 04/2020 – 03/2021

- Led SEO strategy for 12 client accounts managing 5-person team, generating 95K+ monthly impressions and achieving top-3 rankings for 32 keywords.
- Optimized eCommerce architecture (2,000+ pages) reducing load times 42%, implemented schema markup increasing SERP features 67%, driving \$180K+ client revenue.

## Certifications & Online Courses

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- Google Search Console Power User (Aug. 2025) - [Google](#) | Google Analytics 4 (Sep. 2025) - [Google Skillshop](#)
- Technical SEO Certification (Mar. 2024) - [HubSpot Academy](#) | SEO II Advanced (Mar. 2024) - [HubSpot Academy](#)
- Python for SEO Automation (Mar. 2024) - [HackerRank](#) | Career Essentials in Data Analysis (Aug. 2023) - [Microsoft](#)
- Visualization with Tableau (Jul. 2023) - [Coursera](#) | Email Marketing Professional (Sep. 2025) - [Mailchimp](#)
- Optimizing Website for Google Search (Jul. 2021) - [Coursera](#) | Introduction to Data Studio (Jan. 2022) - [Google](#)
- Python Basic (Mar. 2024) - [Hacker Rank](#) | Introduction to Data Science (Jan. 2024) - [Cisco](#)

## Education

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MSc Data Science Advanced Analytics [NOVA University Lisbon, Nova IMS](#)

Lisbon, Portugal 2022-2024

## Skills

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- **Programming & Data:** Python (Pandas, NumPy, Scikit-learn, PySpark, BeautifulSoup, Selenium), SQL
- **Databases & Warehouses:** PostgreSQL, Snowflake, Google BigQuery, MySQL, Data Modeling
- **Data Engineering & ETL:** Apache Airflow, ETL/ELT Pipelines, Web Scraping, Data Integration
- **Visualization & BI:** Tableau, Power BI, Google Looker Studio, Excel (Pivot Tables, Advanced Functions)
- **ML & Analytics:** Regression, Classification, Clustering, Time-Series Analysis, Predictive Modeling
- **Technical SEO:** Site Architecture, Crawl Optimization, Core Web Vitals, Hreflang, Schema.org, JavaScript Rendering
- **SEO Tools:** Google Search Console, SEMrush, Ahrefs, Screaming Frog, Moz, SurferSEO, Google Analytics 4
- **Development & CMS:** HTML5, CSS3, JavaScript (Basic), WordPress, Shopify, Webflow, GTM, Schema Markup
- **AI & Automation:** ChatGPT API, Claude, Gemini, Prompt Engineering, LLM-powered Analytics, Zapier
- **Marketing Tools:** Salesforce CRM, HubSpot, Mailchimp, MailerLite, Marketing Automation
- **Tools & Platforms:** Git, Docker, Jupyter, Jira, Monday.com, Trello, Microsoft Clarity

## Languages

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