

Yousef Ebrahimi

Data Analyst and Market Researcher

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Profile

Results-driven business analyst with 10+ years of experience in data analysis, digital marketing, and customer relationship management. Using Python, data visualization, and predictive modeling to drive business growth and inform strategic decision making. Proven track record in 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

Install Base Data Analyst, (*Cisco Portugal*)

Lisbon, Portugal 04/2025 - current

- Conduct in-depth data analysis to uncover actionable insights.

- Drive results by identifying companies for contract renewals and uncovering potential opportunities with the Renewal Team.

Digital Growth Analyst, (*Nova SBE School of Business and Economics*)

Lisbon, Portugal 11/2024 - 03/2025

- Driving VCW's growth by transforming data into actionable insights across the website and leading technical SEO optimization.

- Developed and managed multiple email marketing campaigns to improve lead generation

- Edit and cut 145 video sequences of raw footage into commercial and final videos using Adobe Premiere

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 - 05/2024

- Remote part time 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%, improving data accuracy.

Meta Customer Delight Representative, (*Teleperformance*)

Lisbon, Portugal 09/2023 - 11/2023

- Full time 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.

- Proactively identified and escalated recurring technical issues, contributing to product improvements and enhanced user experience.

Web Design Specialist, (*TEDx Nova*)

Lisbon, Portugal 03/2023 - 09/2023

- Freelancer at the Lisbon based TEDx event of 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.

Webmaster and Web Designer, *(Brainbox Company)*Tallinn, Estonia03/2021 - 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)*Tehran03/2020 - 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 in 9 months, increasing 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.

- Search Engine Optimization Specialist, *(Freelancer)*Tehran01/2018 - 08/2019
- Increased website users from 1,500 to 7,500 per month (80% growth) for a key client in 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)*Tehran05/2018 - 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 AnalyticsNOVA University Lisbon, Nova IMSLisbon, Portugal2022-2024

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