



NILOOFAR FALAHI

D A T A A N A L Y S T

Analytically minded professional with a background in marketing and a passion for data-driven decision-making. Skilled at uncovering insights from complex datasets and bridging business needs with data analysis. Transitioning into full-time data analyst roles, leveraging experience in performance optimization, user behavior analysis, and reporting.

CONTACT



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niloofarfallahi.com



Antwerpen, Belgium

CORE SKILLS

- **Data Analysis & BI Tools**
SQL, Python, R, Excel
- **Marketing Analytics**
Google Analytics (GA4),
Adobe Analytics, HubSpot,
Google Ads, Meta Ads
Manager
- **Statistical Analysis**
A/B Testing, Regression
Analysis, Hypothesis
Testing, Customer
Segmentation
- **Marketing Performance**
ROI, Conversion Rates,
Campaign Optimization,
Funnel Analysis

LANGUES

ENGLISH (FLUENT)

DUTCH (BASIC)

FRENCH (INTERMEDIATE)

EXPERIENCE

Senior Marketing Specialist

JABAMA / JUN 2021- OCT 2022

- GA-driven SEO optimization (300% visibility).
- Leveraged market research for UX redesign.
- Data-driven strategy enhanced engagement.

Social Media & Communications Manager

BODYSPINNER / NOV 2019 - FEB 2021

- Data-driven campaigns boosted sales.
- Leveraged CRM for engagement optimization.
- Managed digital marketing initiatives.

Senior Strategic Communications Specialist

TAPSI / OCT 2018 - NOV 2019

- Developed content calendars/guidelines.
- Executed data-driven content strategies.
- Crafted journey-based communication strategy.

Marketing Specialist

DIGISTYLE / JUNE 2016 - SEP 2018

EDUCATION

M.Sc. Business Economics - Data Science and Artificial Intelligence

UNIVERSITY OF ANTWERP

M.Sc. Business Administration - Electronic Commerce

UNIVERSITY OF TEHRAN