NILOOFAR FALAHI

## D A T A A N A L Y S T

Analytical professional with a background in marketing and strong capability in data-driven decision-making. Experienced in extracting actionable insights from complex datasets and translating business questions into structured analysis and reporting. Currently transitioning into full-time data analyst roles, leveraging hands-on experience in performance optimization, user behavior analysis, KPI tracking, and stakeholder communication.

CONTACT
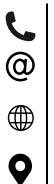
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projects, certificates, portfolio

📍 Antwerpen, Belgium

CORE SKILLS

- **Core Analytics**
  data cleaning, EDA, segmentation, KPI systems, performance analysis, business recommendations

- **Tools & Programming**
  QL, Python (pandas), Excel (PowerQuery/pivots), R, GA4, Adobe Analytics, HubSpot

- **Research & Insights**
  survey analysis and analytics, qualitative synthesis (focus groups and communities), concept testing, segmentation, multi-market comparisons, drivers & barriers analysis, insight storytelling

LANGUAGES

ENGLISH (C1)

DUTCH (B1)

FRENCH (B1)

EDUCATION

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

UNIVERSITY OF ANTWERP–BELGIUM

GRADUATION: EXPECTED JULY 2026

- *FOCUS: MACHINE LEARNING, DATA ANALYTICS, BUSINESS APPLICATIONS OF AI*
- *RELEVANT SKILLS: PYTHON, SQL, EXPERIMENTAL THINKING, ANALYTICAL REPORTING*

M.Sc. Business Administration – Electronic Commerce

UNIVERSITY OF TEHRAN–IRAN

GPA: 19.25/20

- *FOCUS: DIGITAL BUSINESS, CUSTOMER BEHAVIOR, MARKETING TECHNOLOGY, ANALYTICS-DRIVEN DECISION-MAKING*

EXPERIENCE

MARKET RESEARCH INTERN (CONSUMER INSIGHTS & ANALYTICS)

HUMAN8 — GHENT, BELGIUM | SEP 2025- FEB 2026

- Supported multi-market consumer research projects by structuring, cleaning, and analyzing quantitative survey results and qualitative inputs.
- Synthesized findings into clear, client-ready insights and recommendations; contributed to final report storylines and slide decks.
- Conducted cross-market comparisons and audience segmentation to identify key drivers, barriers, and behavioral patterns.
- Improved synthesis speed using AI-assisted workflows for organizing raw research material (e.g., transcripts/communities), followed by human validation and structured reporting.

SENIOR MARKETING SPECIALIST (PERFORMANCE & ANALYTICS)

JABAMA | JUN 2021 – OCT 2022

- Led SEO and web performance optimization using Google Analytics insights and KPI monitoring, improving organic visibility by ~300%.
- Translated market and user research into UX recommendations to improve engagement and conversion outcomes.
- Built performance reporting and content optimization routines to support data-informed growth decisions across digital channels.

SOCIAL MEDIA & COMMUNICATIONS MANAGER (CRM & CAMPAIGN OPTIMIZATION)

BODYSPINNER | NOV 2019 – FEB 2021

- Managed multi-channel digital campaigns and tracked performance metrics to optimize ROI, conversion rates, and engagement.
- Leveraged CRM insights to improve targeting, messaging relevance, and customer engagement strategies.
- Delivered recurring performance reporting and actionable recommendations to align execution with business outcomes.

SENIOR STRATEGIC COMMUNICATIONS SPECIALIST (CONTENT STRATEGY & USER JOURNEY)

TAPSI | OCT 2018 – NOV 2019

- Developed content calendars, messaging guidelines, and channel strategies aligned with user journey stages.
- Executed data-informed content strategy using performance results to iterate on messaging effectiveness.
- Defined journey-based communication frameworks to improve alignment between customer needs and product messaging.

MARKETING SPECIALIST

DIGISTYLE | JUN 2016 – SEP 2018

- Managed digital marketing execution and tracked campaign KPIs (engagement, conversion, channel performance).
- Supported reporting and marketing optimization decisions through structured analysis of campaign outcomes.
- Coordinated content and channel activities to improve user acquisition and retention performance.