








# NILOOFAR FALAHI

## BUSINESS, MARKETING DATA & CUSTOMER INSIGHTS ANALYST

*My career has grown from hands-on digital marketing into data-driven analysis across consumer insights, digital marketplaces, CRM/lifecycle marketing, e-commerce and product-launch environments. With 8+ years of experience and an M.Sc. in Business Economics: Data Science & AI from the University of Antwerp, I bring a strong mix of commercial understanding, analytical thinking and customer-behavior insight. I translate KPI, segmentation, campaign, funnel and customer data into clear recommendations that support better marketing, product and business decisions.*

### CONTACT

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### CORE SKILLS

#### Customer & Business Analysis

Customer insights | Segmentation | Consumer behavior | Journey mapping | Market research | Competitive benchmarking | Product and feature adoption

#### Marketing & Performance Analysis

Campaign performance | CRM and lifecycle analysis | Funnel and conversion analysis | A/B testing | SEO/search performance | KPI tracking | Data-to-action recommendations

#### Stakeholder & Insight Delivery

Executive reporting | Insight storytelling | Client presentations | Cross-functional coordination | Go-to-market support | Workshop and alignment facilitation

### LANGUAGES

- PERSIAN
- ENGLISH
- DUTCH
- FRENCH (BASIC)

## PROFESSIONAL EXPERIENCE

### MARKET RESEARCHER

HUMAN8 - GHENT, BELGIUM | SEP 2025- FEB 2026

- Synthesized multinational qualitative and quantitative consumer research across Europe, Asia, Latin America and the United States, translating evidence into segmentation, positioning and growth recommendations.
- Evaluated customer needs, adoption drivers, barriers and market opportunities to inform innovation, product and brand decision-making.
- Coordinated live product and brand research sessions by preparing fieldwork, managing participant flow, capturing observations and documenting customer feedback.
- Built and maintained qualitative and quantitative analysis templates, improving consistency in data interpretation, insight synthesis and client-ready reporting.

### MARKETING STRATEGY SENIOR ADVISOR

REVAAL BUSINESS CONSULTING | AUG 2023 – AUG 2024

- Conducted market research, competitor intelligence, market sizing, feasibility analysis and PESTLE analysis for tourism, investment and development-focused consulting projects.
- Translated field research, market signals and behavioral insights into positioning, demand-generation and strategic recommendations for executive decision-making.
- Built evaluation frameworks to assess project effectiveness, social impact, community outcomes and operational success metrics.
- Prepared executive-level reports and strategic presentations, aligning analytical findings with investment priorities, policy objectives and operational constraints.

### SENIOR MARKETING SPECIALIST

JABAMA | JUN 2021 – OCT 2022

- Developed customer segmentation, lifecycle marketing and CRM personalization initiatives to improve engagement, conversion, retention and product adoption across marketplace journeys.
- Analyzed CRM, campaign, SEO and funnel performance using GA4 and CRM reporting tools, translating weekly, monthly and quarterly KPI trends into recommendations for Marketing, Growth, Product, Sales and leadership stakeholders.
- Optimized targeted digital and CRM campaigns through audience segmentation, personalization and conversion analysis, contributing to a more than 20% improvement in CRM-driven campaign performance.
- Executed SEO and organic-growth optimization initiatives, contributing to approximately 400–500% organic traffic growth, 600–700% blog traffic growth and 200–300% organic transaction growth.
- Contributed to the launch of a new marketplace category by developing customer segmentation, onboarding analysis and adoption tracking, generating 100+ initial lead captures.

## TOOLS & SYSTEMS

### Data & BI

SQL | Excel | Google Sheets | GA4 | Google Search Console | Tableau | Power BI

### CRM & Marketing Platforms

CRM platforms | HubSpot | Insider | WordPress

### Research & Market Intelligence

Brandwatch | Similarweb | Google Forms | SurveyMonkey

### Collaboration & Delivery

Asana | Miro | Notion | Figma

## EDUCATION

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

UNIVERSITY OF ANTWERP-BELGIUM

GPA: 15.86/20 - CUM LAUDE

### M.Sc. Business Administration - Electronic Commerce

UNIVERSITY OF TEHRAN-IRAN

GPA: 19.25/20 - TOP STUDENT

**RESEARCH:** CO-AUTHOR OF THREE RESEARCH PUBLICATIONS

### M.Sc. General Psychology

AZAD UNIVERSITY, TEHRAN WEST BRANCH

GPA: 18.45/20

## CERTIFICATIONS

### Data-Driven Decision Making

#### Specialization

UNIVERSITY AT BUFFALO, COURSERA  
2023

### VALUE CHAIN MANAGEMENT

#### SPECIALIZATION

UNIVERSITY OF ILLINOIS  
URBANA-CHAMPAIGN, COURSERA  
2023

## SOCIAL MEDIA & COMMUNICATIONS MANAGER

BODYSPINNER | NOV 2019 – FEB 2021

- Led data-informed digital marketing, CRM analysis, segmentation, SEO content and conversion-focused campaigns for a retail/e-commerce business with 40+ stores.
- Analyzed shopper behavior, CRM data and website performance to build personas, map customer journeys and improve lifecycle communication, registration, checkout and lead-generation flows.
- Translated customer and channel insights into e-commerce communication, SEO/blog development and integrated campaign improvements, contributing to approximately 4x online-sales growth and 10x website-traffic growth.
- Managed campaign planning, website copy, social media performance and CRM communication across retail and digital touchpoints, aligning messaging with customer behavior and commercial priorities.
- Supervised 3 direct reports and coordinated 10 freelance writers while working with Sales, E-commerce, Web Development, Design and Marketing leadership.

## SENIOR STRATEGIC COMMUNICATIONS SPECIALIST

TAPSI | OCT 2018 – NOV 2019

- Designed segmented driver lifecycle communication across onboarding, activation, retention and reactivation journeys, using push notifications, SMS, in-app messaging and email.
- Built automated communication flows and behavioral messaging logic to improve driver engagement, reduce friction and support marketplace supply during key operational moments.
- Analyzed driver behavior, product adoption, communication performance and marketplace messaging outcomes using Tableau, SQL, Insider, operational dashboards, surveys and feedback loops.
- Improved reactivation by approximately 18–25% and retention by approximately 10–15% through segmentation, automation, behavioral personalization and A/B testing, while churn remained below approximately 6%.
- Partnered with Product, Analytics, Operations, UX, Legal and Customer Support on feature launches, adoption funnels, compliance communication and post-launch feedback loops.
- Translated Driver Destination user feedback into clearer UX copy and onboarding communication, with related UX-copy updates linked to a 20% reduction in user errors.

## MARKETING SPECIALIST

DIGISTYLE | JUN 2016 – SEP 2018

- Analyzed SEO, content, campaign and website-performance data for a fashion e-commerce marketplace, translating search and audience behavior into content and campaign recommendations.
- Managed CMS publishing workflows, coordinated 10 freelance writers and supported thousands of digital content assets across website, blog, campaign and marketplace pages.
- Prepared recurring reports and strategic presentations, turning content, search and campaign performance into recommendations for marketing, creative and growth stakeholders.

## ACHIEVEMENTS

### Top 10 Finalist - Crelan Data Science Challenge 2025

Applied predictive modeling, feature engineering and model-evaluation workflows in a credit-risk analytics challenge.

### Scholarship / Recognition - Iran National Elites Foundation

Recognized for strong academic performance and graduate-level achievement.