Karim Hazimeh

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Summary

A resolute platform analyst with a journey in ensuring customer satisfaction through reporting and data analytics, and exceptional communication skills. I enjoy converting business problems into critical insights and competitive strategies throughout the projects and tasks that I have, and I am excited to keep learning new methods in a challenging and fast-paced environment where I promise nothing but dedication and leveraging my analytical skills.

EDUCATION

Zaka. a i   Beirut, Lebanon
Data science program   Jul 2022– Nov 2022
GPA: 3.5/4

- **Capstone**: "Analyzing users' features of Airbnb for a smoother travel experience"
- **Relevant Coursework:** Statistical Model Validation & Testing, Image processing, Time-series analysis, Neural networks and Deep learning, Data science toolkit, Data Science in Production, Storytelling with data

American University of Beirut   Beirut, Lebanon
MSc. in Business Analytics   Sep 2020– Jan 2023
GPA: 3.67/4

- **Capstone**: "Optimizing the user experience and Social Media Marketing on E-Commerce platforms"
- **Relevant Coursework:** Applied Statistical Analysis, Data-Driven Digital Marketing, Data Processing Framework, Data Visualization and Communication, Predictive Analytics and Machine Learning, Social media analytics.

Saint Joseph University of Beirut   Beirut, Lebanon
B.A. in Business Administration   Sep 2016– Jul 2019
GPA: 3.44/4

- **Relevant Coursework**: Financial analysis, Mathematics for finance, Sustainability for businesses, Business analysis with Excel, Managing People in the Luxury World, Financial management.

EXPERIENCE

Ecomz   Beirut, Lebanon
Platform and Customer support officer   Oct 2021 - Present

- Building Instagram shops and monitoring the products' synchronization and google analytics accounts for more than twenty stores.
- Live chat with customers to help them configure their online store and optimize their purchases using Zendesk software.
- Reporting client claims and issues with Jira software and managing domains for all Ecomz clients.
- Performing queries and analyzing the inventory levels of stores.
- Training clients on store setup and using customer feedback to ensure their retention.
- Market research of new integrations into the platform and analysis of its competitive advantage.

American University of Beirut Beirut, Lebanon

Graduate assistant Sep 2020 – May 2021

- – Prepared multiple-choice quizzes for students and proctored exams.
- – Created social media campaigns for the office of communication using MailChimp and Instagram.,
- – Cleaned and formatted databases related to users registered for AUB events with Python and business intelligence tools.

TECHNICAL SKILLS

- **Tools & Languages:** Python, R, Jupyter, Google Colab, MySQL, MongoDB, Cassandra
- **Libraries:** Scikit-Learn, NumPy, SciPy, Pandas, NLTK, Beautiful Soup, Matplotlib, Plotly, spacy, keras
- **Soft Skills:** Negotiator, Communicator, Critical Thinker, Supervising, Patience, Dedication

PROJECTS

Image recommendation system with Airbnb listings Nov 2022

- – Built a ResNet-based model that classifies and recommends Airbnb listing images based on cosine similarity
- – Built an app with exploratory analysis on listings with 5 different cities using streamlit, kindly find the attached preview here.

Detecting influencers tweeting about Ukrainian war April 2022

- – Scraping tweets about engaged users on the Ukrainian-Russia war and computing engagement and impression measures (count of likes, favorites, retweets).
- – Pick the most influential person for a campaign based on audience retweets, the content delivered and through predictive analytics tools, kindly find the attached presentation here.

Marketing analytics at Sprocket Central May 2021

- – Built demographics segmentation and implemented Recency, Frequency and monetary measures using Data Analysis Expressions.
- – Created an interactive report enabling the company to choose targeted customers and who the most profitable ones are using key performance indicators like big spenders, loyal customers, and others.

Languages

English ★★★★★
Arabic ★★★★☆
French ★★☆☆☆
Spanish ★★☆☆☆

Interests

Football, swimming, acting, Pastry Cooking, and keeping up with the latest economic and tech news.