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Assets

Problem solving and adaptability

Analytical mindset and attention to detail

Proactive

Strong communication across technical and non-technical teams

Projects

Sports Audience Analysis – GLG (Freelance)

January 2025 – Paris, France

- Conducted an analysis of **international sports audience data** to identify engagement trends.
- Built visual dashboards to track **key KPIs** (retention rate, watch time, subscription growth).
- Delivered actionable recommendations for **strategic content placement** and audience targeting.
- Tools:** Python (pandas, seaborn), SQL.

Languages

French – Native
English – Fluent
Arabic – Fluent
Italian – Beginner
Japanese – Beginner

Certificates

CS50's AI with Python – Harvard University (2025)

Python for Data Science & Machine Learning – Coursera (2025)

Google Analytics Certification – Google (2024)

Google Ads Search Certification – Google (2024)

Interests

Music (Guitar and Singing)

Travel

Cultural Activities (theatre, museums, exhibitions)

Yara Nassif

Data Analyst

Trilingual Data Analyst (English, French, Arabic) with international experience across France and Lebanon. I hold a Master's degree in Artificial Intelligence for Marketing from EPITA & EM Normandie (France) and specialize in transforming raw data into actionable business insights. My expertise spans CRM analytics, data visualization, and predictive modeling. I thrive in cross-functional environments that combine technology, business strategy, and creativity.

Professional Experience

CRM Data Analyst Intern

From September 2023 to March 2024 **France Télévisions** Paris, France

- Analyzed and leveraged a **CRM database of 5M+ users** to identify audience segments and improve marketing personalization. (SQL and Python)
- Designed and maintained **dashboards** with Power BI to track performance indicators in real time, including open rates, click rates, and conversion rates.
- Conducted **A/B testing** campaigns across user segments, generating a **+12% increase in click-through rates** for key campaigns.
- Automated CRM workflows (ETL processes) integrating **Salesforce and Adobe Campaign**.
- Result: Reduced irrelevant message sends by 18% on a national CRM campaign, improving audience satisfaction and engagement.

Web Developer

From June 2021 to August 2022 **Mobile Technology Tomorrow - MT2** Beirut, Lebanon

- Developed an **e-commerce platform** with an integrated order management system using **HTML, JavaScript, and C#**.
- Improved backend performance by optimizing SQL queries and scripts, resulting in **faster data processing** and **reduced load times**.
- Collaborated with project managers and UX designers to implement new features and ensure a seamless user experience.
- Participated in the **end-to-end development cycle**, from requirement gathering to testing and deployment.

Digital Marketing Intern

From June 2020 to August 2020 **Digi Web** Beirut, Lebanon

- Supported SEO and **Google Ads** campaigns to improve online visibility for client websites.
- Analyzed **key performance metrics** (CTR, CPC, conversions) and proposed optimization strategies to increase ROI.
- Created digital performance reports using **Google Analytics** and Excel to monitor progress and present findings to the marketing team.

Education

Master's in Artificial Intelligence for Marketing Strategies (M2)

From September 2022 to September 2024 **EPITA et EM Normandie** Paris, France

- Specialization in AI applied to marketing and business decision-making.
- Projects in machine learning, predictive analysis, and modeling of customer behavior.
- Focused on data analysis, marketing automation, and customer segmentation.

Bachelor's in Business Intelligence

From September 2019 to June 2022 **Université Saint-Joseph** Beirut, Liban

- Studied database management, software development, and business analytics.
- Built web and mobile applications integrating data visualization and reporting features.

Skills

Programming and data analysis Python (pandas, numpy, matplotlib, seaborn, scikit-learn), SQL, Java, C#

Data visualisation and BI Tools Power BI, Tableau, Looker Studio, Advanced Excel

CRM and Marketing Salesforce, Adobe Campaign, Google Analytics, Google Ads

Web development HTML, CSS, JavaScript, PHP

Project Management Agile/Scrum methodology, Jira, Trello, Confluence

Statistical Analysis Regression models, hypothesis testing, predictive analytics, data cleaning