

# Anoosh Shafiee

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## Marketing Data Analyst | Digital Marketing Specialist

### Summary

**Marketing Data Analyst with over 5+ years of experience** using data to improve marketing campaigns and business growth. I'm skilled at using SQL, Python, and data visualization tools to analyze data, create reports, and identify trends. I can use these insights to make data-driven marketing decisions and help businesses achieve their goals.

### Skills

#### Technical Skills:

- Data Analysis
- Marketing Strategy
- Digital Marketing
- SEO, SEM
- Marketing Automation
- Marketing Attribution Analysis
- Google Ads, Facebook Ad
- Customer Experience Analytics

#### Tools:

- Google Analytics, Tag Manager
- Adobe Analytics
- Power Bi, Tableau
- Google Looker Studio
- Advance Excel
- Google Ads, PPC Advertising
- Salesforce, Marketo, Active Campaign
- SEMrush, Ahrefs, Google Search Console

#### Technical skills:

- SQL
- Python, R
- Big Query

### Work Experience

#### Marketing Data Analyst

01/2023 – 03/2024

ApplyChance, Vancouver, BC | Remote

Education technology startup:

- Implemented Google Analytics and Google Tag Manager to measure customer behaviour data; defined bottlenecks in the user flow, resulting in a 25% improvement in signup conversion rate.
- Identified target audiences via market research, survey, and competitive analysis, which boosted product messaging and potential leads by 85%.
- Collaborated with the product team to diagnose customer needs and launch new products, using data insights and customer behaviour analysis.

#### Digital Marketing Manager

11/2021 – 10/2023

Wallex.ir | Fulltime

Financial Solution Provider with 300+ employees and \$10m+ annual revenue:

- Optimized campaign landing page UI/UX through GA4 events analysis, resulted in a 7% improvement in click-through rate and a 5% boost in ROI.
- Conducted gap analysis on data from search keywords utilizing SQL and Big Query to achieve an outstanding SEO strategy, resulting in a 450% expansion in monthly organic website traffic.
- Designed segmentation strategies for email marketing campaigns with 18-20% open rates, resulting in a 15% increase in monthly active users.

**Marketing Performance Analyst**

12/2020 – 10/2021

Snapp Express, Tehran, Iran

Leading Online Grocery Retail with 3m+ monthly orders:

- Analyzed monthly marketing budget spend, channels, and copy of campaigns; Affected conversion by 12% and transformed cost per acquisition by 35%.
- Classified customer lifecycle behavior data and identified key segments for focused funnel Optimization efforts, leading to a 20% increase in customer conversion within those segments.
- Led a successful cross-functional collaboration with stakeholders to launch powerful product marketing campaigns, leading to a 12% increase in monthly order count and driving substantial revenue growth.

**Digital Marketing Manager**

07/2017 – 11/2020

Alibaba Online Travels Agency

Fast-growing e-commerce startup in the travel industry with a 45% growth rate per year:

- Created 25% sales rate growth through executed and optimized large Google Ads campaigns by SKAG strategy and increased keyword relevancy, resulting in a 45% increase in click rates and a 25% improvement in ROAS.
- Performed A/B testing-driven marketing automation journeys to reduce sign-up drop-off by 45% while boosting customer retention by 21%, resulting in \$350K monthly revenue growth.

**Digital Marketing Specialist**

04/2015 – 06/2017

Qmery

B2B SaaS provides OVP (online video platform):

- Facilitated content marketing efforts by promoting content at all stages of the customer's funnel, lead nurturing by root cause analysis, and improving user retention by 40%.
- Implemented data-driven segmentation strategies to improve marketing messages, resulting in a 50% decrease in customer opt-outs and a 15% increase in conversion rates.

**Education and Certificates**

- **Bachelor of Software Engineering**

*Islamic Azad University - Awards: Chaired the  
Computer Science Association*

- **WES Evaluation Canadian Equivalent**  
**4 Years Bachelor Degree**  
**Computer Engineering**



- **Marketing and Sales 1 year Certification**

*Industrial Management Institute*

- **Google Ads Certification**

*Google Academy*

- **Project Management Certification**

*Project Management Institute*

- **Google Analytic Certification**

*Google Digital Academy*

- **Foundations Of Data**

*Google data analytics career certification*

- **BigQuery for Data Analysts**

*Google Cloud*