

Mojtaba Roshani

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Summary

With 6 years of experience in working with business analytics and background of creative design, animation, web design and marketing from United States and overseas, Bachelors in graphic design, 8+ licenses and certificates including an extensive data analytics and Power BI. I am looking for a position where I can bring my expertise in coding, math, design, storytelling and analytical thinking to strengthen your team.

Skills

- Data Analytics
- Microsoft Power BI
- SQL
- Web Analytics
- DAX
- Python
- Tableau
- PowerPivot
- Microsoft Excel
- Google Analytics
- Google Data Studio

I am a quick learner eager to learn new skills to broaden my technical and personal skills. As a freelancer, I learned to be a self-motivated problem solver who build trusting relationships with clients. As an employee, I build strong relationships with the team, communicated my data effectively with the team and the decision makers, trained junior employees, identified problems and provided solutions to the company in setting and reaching aggressive financial goals.

Experience

Business Data Analyst & Digital Marketing Specialist

Cheap Easy Fast Online Traffic SchoolJan 2017 – Present
Our company is one of the leading driving schools across the states. We have been providing innovative driver training services since 1986.

Monitored and reported analytical data of 66 sites across 8 states by building Google Data Studio reports and 3rd party services

- Tracked sites and students by a marketing automation service and Google Analytics
- Presented data and potential automation with key decision makers
- Interacted closely with 3rd party services and negotiated deals that benefited our company
- Launched an animated course that enhanced companies' sales by 60% upon:
 - Monitored competitors and identified a need for animated course
 - Managed and helped a team of 5 to create a quality animated course in par with our competitors
 - Increased sales around 60% a few weeks after starting the new course
- Implemented changes to enhance customer experience
 - Sent browser push-ups based on customer's interactions
 - Sent multiple email campaigns for targeted audience

Successfully leads the company's efforts in reaching \$1 million sales per month after 7 months:

- Redesigned responsive front-end for the 66 sites
- Regularly assessed the sales of each site against our competitors and implemented marketing strategies to enhance sales:
 - Enhanced keyword search by monitoring competitors using paid and free services
 - Optimized SEO to improve organic search results
 - Launched and optimized various 'Google Ads' marketing campaigns
 - Prepared and studied weekly reports to make cost effective advertising decisions

Launched Power BI reporting dashboard to improve decision-making process for the team:

- Created views and extracted flat file from live and archive SQL server databases
- Imported live and archive data from folders and merged

- Cleaned up duplicates and errors in data
- Designed star schema data model with fact table and dimensions
- Developed reports and dashboard with KPIs and taught the team to visually explore data
- Trained the team in using the system and better understanding data
- Updated and imported data weekly and design new reports by request
- Presented data to key decision makers

Founder

CybermojiJul 2015 – Present

As the founder, I provide marketing and advertising consultant

Growth marketing consultant for small businesses in the State and Canada

- Performed keyword research and SEO optimization for driving more traffic to client’s site
- Identified their key competitors and upgraded or designed responsive websites comparable to their competitors
- Created and managed social media pages to optimize their presence
- Consulted them in ways to build meaningful relationships with their potential customers
- Created and managed Google Business and Yelp pages to ensure client easy access
- Supported them in efforts to gain reviews from past clients

Managed advertising campaign for local businesses

- Started and managed Google Ads campaigns
- Ran various email and text marketing campaigns
- Worked closely with their marketing department to consult and improve their advertising strategies
- Video marketing to increase customer engagement
- Help to start and run a Podcast

Supported and immigrant community in building LMS platform:

- Installed and customized WordPress site, theme and plug-ins
- Integrated with marketing automation to improve tracking and marketing campaigns

Education

Springboard

Springboard - Data Analytics Career Track2020 - 2021
 400+ hours of hands-on course material, with 1:1 industry expert mentor oversight, and completion of 2 in-depth capstone projects.

Azad University – Tehran, Iran

Bachelor's degree, Graphic Arts – Illustration2013 - 2015

Licenses & Certifications

Developing Big Data Solutions with Azure Machine Learning – MicrosoftIssued Oct 2019
 Principles of Machine Learning: Python Edition – MicrosoftIssued Sep 2019
 Essential Math for Machine Learning: Python Edition – Microsoft..... Issued Mar 2019
 Introduction to Python for Data Science – Microsoft.....Issued Oct 2018
 Analyzing and Visualizing Data with Power BI – Microsoft Issued Aug 2018
 Querying Data with Transact-SQL – Microsoft..... Issued Aug 2018
 Google Analytics Individual Qualification – Google Issued Sep 2020
 Advanced Google Analytics – Google.....Issued Jul 2018