

ZIAD AHMED IBRAHIM

Data Science for Marketing | Marketing Analytics | Customer Analytics

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PROFESSIONAL SUMMARY

Marketing graduate with hands-on experience in customer analytics, Python, SQL, machine learning, and business intelligence, plus 9 months of professional AI training and evaluation experience. Built an end-to-end customer segmentation project on 96K+ e-commerce customer records, engineering behavioral features, applying K-Means, and translating segments into retention, loyalty, reactivation, and personalization strategies. Seeking data science for marketing, marketing analytics, and customer analytics roles.

CORE SKILLS

Programming & Data: Python, NumPy, Pandas, SQL, Jupyter Notebook, Git, GitHub

Machine Learning & Statistics: Scikit-learn, K-Means, regression/classification fundamentals, feature engineering, model evaluation, probability, statistics

Marketing & BI: Customer analytics, segmentation, campaign analysis, marketing metrics, Google Analytics 4, Excel, Tableau, Matplotlib

Foundations: Linear algebra, calculus, data structures, algorithms, OOP, prompt engineering, basic HTML and JavaScript

SELECTED PROJECT

Customer Segmentation Analysis | Independent Portfolio Project

Python | SQL | ML

github.com/ziadwaheed/customer-segmentation-kmeans

- Analyzed 96K+ e-commerce customer records and aggregated transactional data into customer-level features including total orders, total spend, average order value, and recency.
- Standardized behavioral features and implemented K-Means from scratch and with scikit-learn; used the Elbow Method and selected five customer segments.
- Interpreted segments by value, purchase frequency, and recency, then developed targeted strategies for VIP, frequent, recent low-value, and inactive customers.
- Built Excel and Tableau dashboards to communicate customer insights and marketing recommendations to non-technical stakeholders.

PROFESSIONAL EXPERIENCE

AI Trainer | Outlier

3-month contract

- Evaluated AI-generated text responses and prompts for quality, accuracy, relevance, and instruction following using structured guidelines.
- Completed audio-focused AI training tasks, including recording and evaluating spoken content, while maintaining consistent quality judgments.

Generalist AI Trainer - Visual Content | Remo Expert

6-month contract

- Evaluated AI-generated visual content for prompt alignment, visual quality, consistency, and instruction-following performance.
- Identified image-generation errors and provided structured human feedback to support improvement of generative AI outputs.

EDUCATION

Bachelor's Degree - Faculty of Business | Alexandria University

Marketing

Marketing discipline; coursework and self-study focused on analytics, customer behavior, and data-driven decision making.

SELECTED TRAINING

Meta Marketing Analytics | IBM AI Developer | Machine Learning Specialization - DeepLearning.AI / Stanford Online (in progress)

Mathematics for Machine Learning - Linear Algebra & Calculus | Probability & Statistics - Luis Serrano | Google Analytics 4

LANGUAGES

Arabic - Native | English