Fatemeh Hedayati

Applied Economics MSc | Business & Data Analytics
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PROFESSIONAL SUMMARY

MSc Applied Economics student at the University of Vienna with hands-on experience in financial reporting, sales performance analysis, and digital marketing. Skilled in Excel and Power BI, with experience developing management dashboards, evaluating profitability, and identifying business growth opportunities. Contributed to marketing initiatives associated with a 23% increase in online course buyers, combining quantitative analysis with practical business experience to support data-driven decision making.

EDUCATION

- University of Vienna — MSc Applied Economics | 2026 – Present

Academic Focus: Applied Econometrics, Quantitative Data Analysis, Statistical Modeling, Applied Microeconomics, Economic Forecasting & Data Driven Decision Making.

- Shahid Beheshti University — BBA | 2020-2024

TECHNICAL SKILLS

Data Analysis & Reporting: Data Analysis, Data Cleaning, Data Validation, KPI Monitoring, Financial Reporting, Sales Performance Analysis

Tools: Microsoft Excel, Power BI, Microsoft Access

Business & Marketing Analytics: Profitability Analysis, Customer Acquisition Analysis, Market Research, Competitor Analysis, Marketing Performance Analysis

Additional Skills: Dashboard Development, Cross-functional Collaboration, Problem-Solving, Stakeholder Communication
Methodologies:

PROFESSIONAL EXPERIENCE

Senior Marketing Specialist | Aryana Business School | Tehran

09/2023 – 04/2024

- Analyzed digital marketing campaign performance and online course purchasing patterns to identify opportunities for customer acquisition and sales growth.
- Conducted market and competitor research to identify emerging opportunities and support data driven marketing decisions.

- Collaborated with content and marketing teams to align promotional activities with business objectives and customer needs.
- Contributed to digital content and audience growth initiatives, helping increase the Instagram following by over 10,000 within three months.

Financial Data Analyst | Hamamooz | Tehran

07/2023 – 09/2023

- Analyzed online course sales and purchasing data using Microsoft Excel to evaluate profitability, identify sales trends, and uncover revenue growth opportunities.
- Developed Power BI dashboards and monthly Excel reports to monitor financial performance and provide actionable insights for management decision-making.
- Identified opportunities to improve revenue through payment gateway optimization, targeted marketing initiatives, and expanded online course offerings.
- Translated sales and customer purchasing insights into data-driven marketing recommendations, contributing to a 23% increase in online course buyers**.**

Junior Marketing Specialist | Aryana Business School | Tehran

12/2022 – 07/2023

- Supported the execution of digital marketing campaigns and social media initiatives to increase brand awareness and audience engagement.
- Assisted in monitoring social media performance metrics and evaluating content effectiveness to support marketing improvements.
- Conducted competitor research and monitored market trends to identify content opportunities and audience preferences.
- Coordinated with content and design teams to support the timely delivery of marketing materials and promotional campaigns.

LANGUAGES

German – B2
English – C1