Morteza Emadi

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Summary

Driven by real-world, data-centric challenges and ultimately an engineering background, I pursued MIS and Business Analytics at Telfer. Leveraging my adaptable skills in data science, I've tackled diverse projects, from Time Series data mining to Large Language Models fine-tuning. My experience in marketing and feasibility studies in e-commerce has sharpened my grasp of data-driven strategies, positioning me as an independent initiator and a team collaborator in data-centric projects.

For the upcoming **two semesters** in 2024, I have secured **co-op status as an MSc student**, and my **work permit** allows me to **continue full-time** employment afterward.

Education

- *MSc in Management,* Concentration: **Business Analytics**   **Sep 2023- (Apr 2025)**
  Telfer School of Management, University of Ottawa

- *Master of Business Administration**, Concentration: **Information Systems**   **Oct 2018- Jan 2022**
  Kharazmi University, Tehran, Iran
  (Ranked 1st) *Thesis-Based Stream

Key Skills

- **Computer Languages: Python (Major), R, MATLAB, VBA, LaTeX**

- **Frameworks & Libraries: Hugging Face Transformers, CUDA, PyTorch, TensorFlow, Pandas**

- **Tooling: SQL, Microsoft Azure, Apache Spark (Big Data), Git**

- **Business & Dashboards: PowerBI, Google Analytics, JIRA, Digital Marketing, SEO, Competitive Analysis, Financial Statement Analysis, Focus Group, Business Plan Development**

- **Other: SPSS, Simulink, SmartPLS, Mathematica, Tasmota (Wireless Sensor Network firmware), Microsoft Project, Solid Works, WordPress**

Selected Certificates

- **Create Machine Learning Models in Microsoft Azure (*Ongoing*)**   Coursera, *Ongoing*
- **SQL for Data Science; Data Wrangling, Analysis and AB Testing**   Coursera, March 2024
- **Deep Learning Bootcamp**   Neuromatch, June-July 2023
- **Intro to Data Science in Python**   Coursera, July 2022
- **Machine Learning (Andrew Ng)**   Coursera, March 2020
- Related Courses: **Predictive Analytics** (A+), **Quantitative Methods** (A+), **Financial Management** (A+)

Projects

Sentiment Analysis and Text Generation for Enhanced Customer Service on Social Media   **Nov 2023**
[The tuned LLM model is available in a repository on HuggingFace Here 🔗]

Predictive Analytics Course | uOttawa, Ontario

- Enhanced DistilBERT, a Transformer Model, for sentiment analysis on Twitter using Parameter-Efficient Fine-Tuning (PEFT) with Low-Rank Adaptation (LoRA), significantly improving precision

- Created a text generation model using RNN-GRU architecture and N-gram, optimized for short, context-dense Twitter texts.

[Toward Net-Zero Energy Buildings] **Recommender & ranking systems based on the occupant**   **Mar-Dec 2021**
behavior patterns for energy conservation in buildings, using Data Mining and MCDM
[MSc Thesis, View Details Here 🔗 & Codes Repository Here 🔗]

Master's Thesis | Khu Uni, Tehran, Iran

- Developed a combined structure of data mining and MCDM, including five main steps: Feature Selection, Clustering, Association rule mining, Artificial neural networks, and the Entropy-based TOPSIS

- Applied to a massive dataset-45 GB- containing appliance-level energy consumption of 39 Scottish residential buildings-named IDEAL.

- Developed a procedure not only to draw distinctions among different occupant behaviors and to recommend efficient behavior but also to compare their energy consumption with a ranking structure regarding only their behavioral performance

Exploring the influence of Green Social Media Marketing on the customer behavior in the energy industry based on the Theory of Planned Behavior and Norm Activation Model *[Paper Under Revision, Dwonload ⬇ a Selection Here]*   **Aug 2021- Oct 2022**

- Investigated the influence of Social Media Marketing on Energy Service Companies in Iran, as a developing country.
- A total of 362 questionnaires were obtained and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM).
- Confirmed that Green Social Media Marketing significantly influenced Personal Norms and the mediating role of Public Policies.

Designing a profound Business Plan, a Business Model, and a Strategy Plan for a hypothetical career development SaaS named "Parvaz", using Bill Aulet instructions *[View Details Here ↗]*   **Feb-Aug 2019**

E-commerce and MIS courses | Khu Uni, Tehran, Iran

- Crafted a Business Plan with Market Analysis for E-Commerce, covering Full Life Cycle Use Cases and Customer Journey Map.
- Designed a 3-Stage Strategy Development Matrixes, Strategy Map in BSC designer, Action Plan, etc.

ℙrofessional Experience

• Technical Office Manager & Project Head   **Jun2017-Aug2018 & Feb- Aug2022**

Noavaran Pajouhesh Electronic (NPE) (Website)

- Conducted a feasibility study for an E-Commerce project to deliver Technical Services to provincial customers.
- Started as a CAD Designer and Technical Office Eng in Rudeshur Powerplant projects, building a Cooling Tower for CCPP's 2nd phase
- Contributed to 4 projects in the overhaul of Shahid Rajai 2042 MW power plant as a Project Head; Organized & Oversaw the activities of more than 50 technicians and workforce. Provided Technical Progress Reports to the PowerPlant CIO.

• Marketing Supervisor & Contract Affairs Executive   **Summers of 2014 & 2015**

Meraat Organization (Represented by Farhang Arya in Guilan) (Website)

- Designed and executed A/B testing strategies for advertising campaigns, leading to an action plan to improve future advertising policy.
- Directed marketing campaigns across client schools in various cities, boosting Guilan state's 2014 acquisition rate by 40%—the largest annual rise.

ℍonours and Awards

- ◆ **Awarded** Deep Learning Bootcamp Scholarship by Neuromatch Academy, Jun-Jul 2023.
- ◆ **Awarded** a Merit-Based Entrance Scholarship for MSc Program, Telfer School, Sep. 2023.
- ◆ **Ranked** 1st among classmates of Master's degree, Kharazmi Univeristy, 2018-2021.
- ◆ **Best paper award**, National Conference on Flying Robots(FRO), Gorgan, Iran, Jul 2016.

𝕋eaching Experience

- Teaching Assistant, **Stats 2: Applications of Statistical Methods in Business**   **Jan-Present 2024**
  Prof. Rafid Mahmood, Telfer, uOttawa
- Teaching Assistant, **Data Analytics in E-Commerce**   **Oct-Dec 2020**
  Represented Google Analytics and Google Ads courses.
  Prof. Sadatrasoul, Kharazmi Uni.

𝕀nterests

- Swimming
- Biking
- Volunteer at ISAUO
- Philosophy
- E-commerce development