



Profile Summary

Business Psychology student with experience in business analytics, operational reporting and cross-functional coordination. Skilled at transforming **complex datasets** into **structured insights** that support **management decisions**. Experienced in **international environments** and particularly interested in **consulting**, **project management** and **operational improvement**.

Experience

Business Analytics and Administration

Akramzada Germany GmbH, Munich, Germany / **Apr 25 - Present**

- Developed consolidated reports for multiple projects, improving transparency of project progress and enabling faster management decisions.
- Performed systematic data validation across operational datasets to ensure reporting accuracy and consistency for management reporting.
- Delivered daily status reports and briefings to senior management to support decision-making.
- Redesigned internal tracking systems and reporting workflows, increasing efficiency and improving visibility of project milestones.

Bachelor Thesis & Internship

AMBIQUE B.V. Netherlands / **Sep 24 – Mar 25**

- Conducted strategic analysis of the startup's go-to-market approach, identifying gaps in customer targeting, positioning and channel strategy.
- Led qualitative expert interviews with the company founder to assess existing marketing and customer acquisition strategies.
- Developed actionable recommendations on customer segmentation, communication strategy and operational marketing processes to improve acquisition efficiency.

Sales and Marketing Internship

Hyatt's Dreams Jardin Tropical Hotel and Resort, Tenerife, Spain / **May 24 – Jul 24**

- Conducted competitor price benchmarking across six comparable hotels to support revenue optimization and pricing strategy adjustments.
- Reviewed and validated commercial contracts and rate agreements with tour operators to ensure consistency of pricing and contract conditions.
- Created client-facing presentations and sales materials for agents and golf clients, translating hotel value propositions into clear, structured narratives.
- Coordinated cross-department initiatives involving sales, events and operations teams, ensuring alignment of timelines and successful project delivery.
- Conducted quality checks on booking data and rates in PMS Avalon using Excel and other Office tools, improving reliability of sales and pricing information

Education

Master of Science in Business Psychology

FOM-München / **Sep 25 – Present**

Major Courses: Consumer Psychology; Leadership Psychology; Qualitative and Quantitative Research / Current Grade: 2.4

Bachelor of Arts (International Business Administration)

University of Applied Sciences Emden/Leer / **Oct 20 – Mar 25**

Major Courses: International Management; Business Communication; Marketing / Final Grade: 2.8

Technical Skills

- Data analysis:** Excel (pivot tables, data validation, reporting)
- Business tools:** PowerPoint, Word
- AI productivity tools** for research and workflow support

Languages

- German** – Advanced
- English** – Advanced
- Spanish** – Beginner / Intermediate
- Persian** - Native

March 18, 2026 