



Rana Jarraya

Data Analyst

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EXPERIENCES

Social media manager / Graphic designer

Uniforme de rêve, Sfax

May 2025 – December 2025

- Development and implementation of the digital communication strategy on social networks (Facebook, Instagram).
- Creation of attractive visuals consistent with the brand’s visual identity.
- Collaboration with the sales team to promote new products and special offers.

Web Developer | Intern

Chaaben Technology Group, Sfax

February 2022 – May 2022 | PFE Project

- Design and development of a dynamic and interactive social media platform, integrating advanced features for user interaction, content sharing, and real-time communication.
- Technologies: HTML, CSS, JavaScript, BOOTSTRAP, Apache Cordova, Node.js, Postman, MongoDB, BI (Business Intelligence), Scrum

Web Developer | Intern

Steros Technologies, Sfax

July 2021 – August 2021 | PFA Project

- Design and implementation of a dynamic website for vehicle maintenance tracking.
- Technologies: PHP (Laravel), HTML, CSS, JavaScript, MySQL, BOOTSTRAP

PROJECTS

Sentiment analysis for fake news detection based on deep learning

Higher Institute of Computer Science and Multimedia, ISIMS

February 2024 – December 2024 | PFE project

- The project focuses on building a fake news detection model that leverages deep learning and sentiment analysis to enhance classification accuracy.
- The deep learning model was developed using transformer-based architectures such as BERT, known for its strong contextual understanding.
- Technologies: Python, AI, NLP (Natural Language Processing), Deep Learning (DL)

Digital Communication Strategy

Higher Institute of Computer Science and Multimedia, ISIMS

October 2023 – December 2023 | Academic Project

- Development of a digital communication strategy for a brand over a two-week period.

Tasks Completed :

- Brand Strategy Analysis – Evaluated and optimized the brand’s strategic positioning.
- Competitive Intelligence – Monitored market trends and analyzed competitors to generate innovative ideas.
- Social Media Management – Planned and published content across various platforms, including the development of editorial calendars.
- Content Creation – Designed and produced engaging text, visuals, and videos to enhance audience interaction and brand engagement.

Deep Learning–Based Time Series Forecasting

Higher Institute of Computer Science and Multimedia, ISIMS

February 2023 – May 2023 | PFA Project

- Development of an Extreme Value Prediction Model for Time Series Using Deep Learning
- Technologies: Python, AI (Artificial Intelligence), DL (Deep Learning)

EDUCATION

Higher Institute of Computer Science and Multimedia | 2022–2024

Master's Degree in research in Data Science

Higher Institute of Computer Science and Multimedia | 2019–2022

Bachelor's Degree in Big Data and Data Analysis

Gremda High School | 2018–2019

High School Diploma in Experimental Sciences

TECHNICAL SKILLS

Web Development

- Programming Languages: PHP, Python
- Frameworks: Symfony, Laravel
- Frontend Development: HTML5, CSS3, JavaScript, Bootstrap, Figma
- Backend Development: Node.js
- CMS: WordPress – Website creation and customization

Databases

- SQL Server, MongoDB

Data Science & Artificial Intelligence

- Big Data Technologies: Hadoop, Spark, Data Mining, Data Analysis, Artificial Intelligence (AI)
- AI / Data Science Libraries: TensorFlow, PyTorch, Scikit-learn, NumPy, Pandas, SciPy, Matplotlib
- Data Visualization: Power BI

Development & Testing Tools

- Postman (API testing and documentation), GitHub, GitLab.
- Software Testing: Knowledge of testing methodologies with ISTQB certification principles.

Modeling & Design Tools

- Enterprise Architect (UML), StarUML

Graphic Design

- Adobe Illustrator, Adobe Photoshop, Canva

Digital Marketing

- SEO (Search Engine Optimization), SEA (Search Engine Advertising)

Office & Project Management

- Microsoft Office: Document management, analysis, and presentations
- Project Management Tools: Jira, Trello
- Agile Methodology: Knowledge of agile project management using Scrum framework.

CERTIFICATES

Project Management | 2022

Smart Sustainable Solutions & Trainings 4ST

Introduction to Microsoft Power BI | 2021

IPSAS

LANGUAGES

Arabic, French, English