Farzam Ferydooni

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Summary

With a Master's in Business Analytics from the UK and a strong IT foundation, I've spent over sixteen years in the banking industry. My career has been centered on harnessing data to drive business success. This experience has equipped me with a deep understanding of data-intensive environments and a proven ability to translate complex information into actionable insights. I thrive on challenges and have consistently exceeded expectations in various roles, from managing intricate IT infrastructure to developing data-driven solutions. My passion lies in uncovering hidden patterns within data to create tangible business value.

Technical Skills

• Machine Learning (Scikit-Learn/TensorFlow/Keras/PyTorch) • Python (Pandas/NumPy/Matplotlib/FLASK/ mysql.connector) •DataBase: Microsoft SQL/Oracle •Visualization: Tableau/Power BI • OS: Linux/Windows server • Business Analytics • Project Management • Firewall: Fortinet/Sophos • Virtualization:vCenter/vSphere/vRealize • Data Governance/DMBok

Soft Skills

• Problem-Solving • Critical Thinking • Strategic Thinking •Team Working •Communication and Negotiation Skills • Adaptability •Leadership Skills •Time Management

Education

Master of Science - Business Analytics **The University of Law**	Oct 2023 – Oct 2024 London/United Kingdom

Data design Management, Data Security Management, Data Analysis ,Data visualization, Data and Decision Making, Digital Marketing Analytics, Global Business Strategy, Thesis: Forecasting Stock Market Trends: An Integrated Approach Combining Twitter Sentiment Analysis, Technical Indicators, Trading Volume, and Related Stock Indices.

Master of Business Administration (MBA), **Entrepreneurship Studies** **University of Tehran**	Sep 2015 – July 2017 Tehran/Iran

Economy, Strategic Management, Project Management, Financial Management, HR Management, Marketing and Market Research, Sales Management, Negotiation, Business Plan

Master's degree, Computer Architecture (Information Security) **Iran University of Science and Technology**	Sep 2003 – July 2006 Tehran/Iran

Advanced Computer Network, Fault Tolerant System, Advanced Operating System, Advanced Computer Architecture, Digital signal Processing, Thesis: Developing a security system for mobile Ad Hoc Network Based On Node Reputation.

Bachelor's degree, Computer Hardware Engineering **Islamic Azad University**	Sep 1998 – Feb 2003 Iran

Computer networking, C/C++ Programing, AI, Micro Processor, Data Structure, Operating System, Thesis: Designing and Implementation Microcontroller Based Remote Home Automation System.

Experience

Sina Bank
Head of Data Center and IT Infrastructure Department   Nov 2017 – Oct 2023 (6 years)

The project encompassed three bank data centers housing around 1000 virtual/physical servers. The tasks performed in this department include managing the following subjects:

- Achieved highest standard uptime for banking databases by managing Microsoft SQL and Oracle (11G) systems.
- Directed virtualization of 1,000 servers with full redundancy, optimizing resource utilization and disaster recovery capabilities.
- Led the development and implementation of Data Warehouse and Business Intelligence (BI) infrastructure to enhance data-driven decision-making.
- Streamlined ITIL processes for change, supplier, asset, and continuity management, improving operational efficiency.
- Managed procurement, outsourcing, and budgeting, ensuring cost-effective resource allocation while maintaining service quality.
- Ensured the integrity and security of IT infrastructure, including Active Directory, email servers, and web services, by implementing robust management and monitoring strategies.
- Utilized advanced monitoring tools (Zabbix, Solarwinds, ManageEngine, OpenDCIM) to maintain system stability and quickly resolve issues.

IT Security Department Team Lead   Jan 2013 – Nov 2017 (4 years 11 months)

This unit is responsible for creating the organization's information technology security policy. Additionally, it assesses the level of IT security through activities like

- Developed and enforced IT security policies, aligning with ISO27000 and ISMS frameworks.
- Conducted comprehensive IT security assessments, including penetration testing, vulnerability scanning, and digital forensics, to identify and mitigate risks.
- Implemented configuration audits based on vendor standards and NIST guidelines, enhancing the security and reliability of IT assets.
- Led ITIL event management and coordinated bi-annual Business Continuity Planning (BCP) exercises, ensuring readiness for potential disruptions.
- Managed stakeholder relationships, budget planning, and project outsourcing to effectively allocate resources and maintain high-security standards.

Network Specialist at Network Department   Dec 2007 – Jan 2013 (5 years 2 months)

Maintained and optimized the bank's network infrastructure, including branch-to-data center communication. Managed Cisco routers and switches, implemented security measures, and deployed network security equipment from various vendors. Configured NTP servers, load balancers, and antivirus solutions. Collaborated on troubleshooting, conducted audits, and stayed current with emerging technologies. Contributed to network policies and provided technical support to team members.

Damsun Rayaneh Co
Information Security Engineer Network/IT Security Specialist   May 2007 – Sep 2007 (5 months)

Installation and configuration Symantec Antivirus, Symantec netbackup and Microsoft Active Directory in different organization

Part time Experiences

University of Applied Science and Technology
Lecturer   Oct 2003 – Nov 2017 (14 years 2 months)

As a Lecturer, I taught a variety of undergraduate and associate-level courses aimed at developing students' practical and theoretical understanding of IT and networking. My responsibilities included teaching Networking (TCP/IP), Campus Network Design, and Information Security, alongside modules on Programming and Data Structures using C++, Python, and SQL. I also provided instruction on Operating Systems and Logical Circuits, ensuring students gained a comprehensive understanding of both software and hardware concepts.

Azad University
Lecturer   Aug 2007 – Jun 2008 (11 months)

During my tenure as a Lecturer, I focused on delivering associate-level courses that provided a solid foundation in IT. I taught Networking (TCP/IP) and Programming, with an emphasis on Data Structures using C++ and Python, equipping students with essential skills for their future careers in technology.

Student and Freelancing Project

Credit Card Churning: Python Visualization, Business Analysis and Linear and different type of ML regression, ydata-profiling Source: github.com/fferydooni/credit_card_churn

Marketing Campaign Analysis: Python Visualization, Tableau, PowerBI Visualization, Business Analysis, Linear Regression Source: github.com/fferydooni/Marketing-Campaign-Visualization

Diabetes Datasets Analysis: Python and PowerBI Visualization, ML Regression,

Stock Movement and Sentiment analysis: Python, tweepy, Natural Language Toolkit, Stock market Analysis, yfinance Source: github.com/fferydooni/Stock-Sentiment-Analysis

Designing Database for Online Store: MySQL, MS-VISIO, lucidchart, Python (Flask, mysql.connector)

Language Proficiency

- English: C1
- Persian: Native

References available upon request.