

# Ayman Amer

Business Management Professional & Data Analyst

(+966) 558292613 

(+90) 5342041358 

[ayman\\_amer@ymail.com](mailto:ayman_amer@ymail.com) 

<https://www.linkedin.com/in/ayman-amer/> 

Riyadh, Saudi Arabia, 14514 

## PROFESSIONAL SUMMARY

a well-rounded and highly motivated individual, currently pursuing my Masters in Management after graduating with a high-honor bachelor's degree in Management with minor in Psychology from Ibn Haldun University, Istanbul, Turkey. Passionate about learning and growth, I specialize in data analytics and have earned several professional certifications such as Salesforce Certified Admin and AI Associate, Google Data Analytics, and IBM Data Science. My multidisciplinary background in business management, market research, and business intelligence has equipped me with the skills to analyze data and deliver actionable insights.

## SKILLS

- Data Analysis: SQL, Python, Excel, KNIME
- Data Visualization and Reporting: Tableau, Power BI, SAS Viya
- Business Intelligence and Optimization
- Salesforce Administration and Customization
- Research and Literature Synthesis
- Problem-Solving and Critical Thinking
- Effective Communication and Presentation

## WORK EXPERIENCE

### Business Intelligence Associate

ProficienC Solutions, Toronto, Canada (Remote) | August 2022 - Present (Part-time)

- Assisted in developing proof of concepts for clients, showcasing the effectiveness of business intelligence solutions tailored to their needs.
- Conducted data analysis projects, providing insights for informed strategies and internal decision-making.
- Supported the creation and maintenance of comprehensive documentation for business processes, ensuring clarity and consistency.

### Research Assistant

Ibn Haldun University, Istanbul, Turkey | September 2023 - June 2024

- Review academic literature and publications to synthesize relevant research and theories for assigned projects
- Collect and analyze data from various sources to support project objectives
- Draft comprehensive summaries and reports to document research procedures and communicate findings to stakeholders

### Export Sales Specialist

Abyss, Istanbul, Turkey | May 2023 - January 2024

- Conducted market research to identify potential international markets and expansion opportunities
- Built and maintained strong relationships with international customers
- Analyzed market trends and competitor strategies to inform sales strategies

## Business Development Intern

MetalMaker 3D, Krakow, Poland (Remote) | April 2023 - June 2023

- Researched target markets and identified customer profiles to support business development initiatives
- Generated outbound leads by finding relevant business information and personnel
- Managed data entry in spreadsheets to match lead importing requirements for CRM system

## Independent Contractor

Appen, United States (Remote) | July 2021 - February 2023

- Conducted a wide range of virtual tasks for numerous enterprises, including internet research, transcription, data verification, and site reviews
- Demonstrated expertise in leveraging cloud-based platforms and dynamic tools to efficiently complete assigned tasks

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## EDUCATION

### MA in Management

Ibn Haldun University, Istanbul, Turkey | September 2023 - Present

- Current CGPA: 3.85
- Coursework: Big Data and Business Analytics, Strategic Management, Marketing Management.

### BA in Management with minor in Psychology

Ibn Haldun University, Istanbul, Turkey | September 2019 - June 2023

- GPA: 3.79
- Graduated as valedictorian, top of class with high honors

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## PROJECTS

GitHub Profile: <https://github.com/AymanAmerK>

- **International Housing and Rental Trends Analysis:** Analyzed housing and rental prices across countries, focusing on Türkiye, using OECD data from 1994-2023. Identified key market trends using Python and Pandas.
- **Real Estate Platform Documentation:** Created comprehensive documentation for a real estate agent company's online platform. Detailed features for owner rent payment tracking, tenant communication, and other key functionalities, ensuring clear user guidelines and system understanding.
- **Income Level Prediction Model:** Developed machine learning models to predict income levels using US Census data. Implemented Decision Tree, Random Forest, Neural Network, and Logistic Regression models using KNIME.
- **Istanbul Accommodation Insights:** Integrated Foursquare and Airbnb data to analyze accommodation options in Istanbul. Created interactive maps and provided data-driven recommendations for tourists.

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## CERTIFICATIONS AND TRAINING

- 2x Salesforce Certified Administrator and AI Associate
- Google Data Analytics Professional Certificate (July 2021)
- IBM Data Science Professional Certificate (June 2022)
- McKinsey Forward Program (December 2022)
- FinTech Training Program, Kalkınma Yatırım Bankası (December 2022)

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## LANGUAGES

- Arabic (Native)
- English (Fluent)
- Turkish (Intermediate)