

Esraa Ayman Mohamed Rashwan

Business Intelligence Analyst

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Profile

Results-oriented Business Analyst with a good background in recruitment and data analysis. Skilled in leveraging interpersonal abilities and collaborating with multiple stakeholders to drive company growth. experienced in preparing and analyzing data, tracking performance metrics, and creating impactful dashboards and presentations.

Education

- 2023/02 – 2024/02 **Master's Degree/Business Analytics in Fintech track**
Universiti Sains Malaysia
- 2017/09 – 2021/06 **Bachelor's Degree/Finance and Investment (Business Administration)**
Cairo University
- Excellent with honors (Second place in Business Administration)

Professional Experience

- 2022/02 – 2023/02 **Recruitment Data Analyst**
RiseUP group
- Dedication to leveraging data for operational excellence
 - Data Recycling and Accessibility
 - Performing Candidate Tracking and Invoicing
 - Conducting Recruiter Performance Analysis
 - Performance Visualization and Client Presentations
 - Tracking Data Accuracy and Client Feedback
 - Internal Data Analysis and Reporting
- 2021/09 – 2022/02 **Recruitment Specialist**
RiseUP group
- Conducting a comprehensive analysis of job descriptions to ascertain the requisite skills, knowledge, experience, and other essential requirements for identifying the most suitable candidate.
 - Utilizing diverse online platforms to source potential candidates with relevant qualifications and experience.
 - Thoroughly screening incoming resumes and application forms to evaluate candidates' suitability for the position.
 - Conducting interviews, either through phone or video, to assess candidates' qualifications, competencies, and fit for the role.
 - Presenting concise and well-curated shortlists of highly qualified candidates to our clients, ensuring a streamlined and efficient selection process.
- 2021/03 – 2021/07 **Tele-sales Representative**
CIB
- Conducted outbound sales calls to prospective customers to promote banking products and services.

- Built and maintained strong customer relationships through effective communication and rapport-building techniques.
- Identified customer needs and provided tailored solutions to meet their financial goals and objectives.
- Managed a pipeline of leads and followed up on sales opportunities in a timely and organized manner.
- Maintained accurate and up-to-date customer records and sales documentation in the CRM system.

2020/07 – 2021/04 **Freelancer Sales Representative**
Nasitra Agency, Leradient Store

2020/07 – 2020/10 **Recruitment Freelancer**
Partners
 Hiring Call Center Reps (English Account) for different clients.

2018/08 – 2020/10 **Summer Intern**
NBE, Credit Agricole, AiBANK

2018/07 – 2018/10 **Sales Representative**
Harvest British College

Projects

Accenture North America Data Analytics and Visualization Job Simulation on Forage - April 2024

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture.
- Cleaned, modeled, and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions.
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

Organizations

2020 **Student Council**
Academic Committee Head

2019 **IEEE**
Coaching member

Skills

Microsoft Office — Expert

PowerBI — Competent

Python — Amateur

IBM SPSS statistics — Competent

Tableau — Amateur

Soft Skills from Dale Carnegie — Proficient

RapidMiner — Competent

IBM Cognos for Visualizations — Competent

IBM SPSS Modeler — Amateur

SQL — Competent

Languages

English — Fluent