

RANEEM MOUSA

Data Analyst

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EXPERIENCE

Business Development and Data Analyst

- Whyise 01/2024 - 03/2024
- Enhanced data analytics by refining unprocessed data and creating {6} dashboards with Python, Tableau, and Power BI.
 - Built a marketing automation system, integrating CRM and software tools, leading to a {30%} increase in lead generation.
 - Slashed sales cycle and call times by {50%} through innovative tools, SOPs, and deployment of materials.
 - Crafted a strategic business plan that increased sales effectiveness by {25%}, setting and monitoring key KPIs.
 - Closed 2 deals valued at 97k JOD.

Business Development Manager

- Fintesa 02/2023 - 12/2023
- Managed relationships with over {150+} diverse clients and investors, enhancing client retention.
 - Configured a CRM system and ancillary tools, operational for {200+} users, streamlining sales processes.
 - Analyzed consumer data to provide strategic insights, influencing product development for {17} new Features.
 - Steering digital marketing initiatives and curating content across the company's social media platforms
 - Led digital marketing initiatives, increasing social media engagement by {68%} over {3} platforms.
 - Achieved a {10%} increase in conversion rates by conducting A/B testing on key webpage.

EDUCATION

Bachelor of Mechatronics Engineering

University of Jordan 09/2017 - 09/2022

Data Analysis and visualization Scholarship

Hussain Technical University 10/2022 - 04/2023

- Data analysis and visualization 300 credit hours



Mata Marketing Analyst Professional Certificate

Meta 09/2023 - Present

LANGUAGES

Arabic Native ●●●●● English Proficient ●●●●●

ACHIEVEMENTS

-  **Halved Sales Cycle**
Reduced sales cycle duration by 50% through SOPs and material deployment
-  **Team Leadership Excellence**
Led 12 cross-functional professionals, driving team collaboration and project success

SUMMARY

A seasoned data analyst with a mastery of English communication and deep expertise in data analysis, business intelligence, and data visualization tools. Equipped with a proven track record of uncovering insights and driving data-driven decision-making, I excel in analyzing complex datasets and delivering actionable solutions to meet diverse business needs. With a passion for leveraging technology to streamline data processes and maximize efficiency.

SKILLS

Sales

- CRM Strategic planning B2B
- SaaS Customer service
- Account management Lead generation
- Marketing Detail-oriented
- Presentation

Communication & Management

- Client Relations
- Relationship Development Networking
- Communication skills Public Speaking
- Project management Leadership
- Proactive Organizational skills

Data Analysis and Visualization

- Excel Reporting A/B testing
- Research Database management

Business Intelligence Technology

- Business intelligence Tableau
- Google Analytics Power BI