Ahmed Alzawm

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SUMMARY

Google-certified Data Analyst adept in transforming complex information into impactful visual narratives. With three-year experience in research, economic analysis, digital marketing, and graphic design, I bridge the gap between data analysis and compelling visualization. Skilled in Python, SQL, Power BI, and Adobe Suite, I excel at extracting key insights and crafting intuitive dashboards, reports, and infographics. My track record includes driving significant improvements in digital reach and engagement, contributing to successful pitches, and securing big contracts for clients.

EXPERIENCE

VMLY&R Commerce   Remote, UAE
Analyst   01/2023 – 03/2023
- Audited social media accounts of Majid Al Futtaim's six brands across the region using NetBase and Brandwatch.
- Produced a comprehensive report outlining audience demographics, sentiment analysis, competitor analysis, and reach metrics, generating insights and recommendations to increase brand awareness and presence.
- Transformed insights into social media management strategy, contributing to the executive team's successful pitch.

VMLY&R Commerce   Remote, UAE
Analyst   10/2022 – 12/2022
- Utilized advanced SQL queries to extract real-time social media data, enabling the team to effectively engage with Coca-Cola's fanbase during the Qatar World Cup campaign.
- Analyzed organic content and created intuitive dashboards & regular campaign performance reports using PowerBI.
- Collaborated with the creative team to achieve an increase of over 300% in reach, average 200% in engagement, and 2x the number of followers on KSA accounts.

Mercy Corps   Remote, Jordan
Data Analyst   08/2022 – 11/2022
- Co-led research and development of scoping analysis and mapping on youth, peace, and security aspects in Jordan.
- Designed methodology for data sourcing and statistical analysis, and supervised data team to encode 150 interviews.
- Utilized NLP models to measure sentiment and public perception of violence incidents, generating recommendations that were utilized to design data-driven interventions, incorporating social media outreach.

Mercy Corps   Beirut, Lebanon
Research & Visualization Analyst   06/2018 – 01/2021
- Conducted research and analysis to provide recommendations for improving humanitarian programming in Yemen.
- Designed and managed branding, including color palettes, logo, and templates using Adobe Illustrator and InDesign.
- Integrated maps into reports using ArcGIS; rated highly useful for programmatic decisions by 80% of audience.
- Participated in meetings and panels to promote partnerships and grow audience to over 200 decisionmakers in major humanitarian, governmental and research agencies including World Bank, UN, and DFID.
- Cooperated in database design of the YETI website, a unified platform for economic data and indicators on Yemen.

EDUCATION

American University of Beirut, Lebanon   6/2022
BBA in Business Information & Decision Systems – *Diploma in* Economics

CERTIFICATIONS

- Persuasive Writing & Public Speaking, *HarvardX*   Present
- Digital Marketing, *Google*   07/2023
- Data Analytics Certification, *Google*   10/2022
- Proposal Writing, *MEPI*   02/2020

SKILLS

Analytics: Python | SQL | R Studio | SPSS | NetBase | Brandwatch | BigQuery | Dataminr | SAP Modules | Excel
Visualization: Power BI | Tableau | Adobe Illustrator, Photoshop, InDesign, Premiere | Canva | ArcGIS | CARTO
Languages*:* English, Arabic