

# Zain Abbas

BUSINESS DATA SPECIALIST

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## About Me

With three years of experience with organizations like IATA, CERN, and BBold, I have helped teams work smarter with data—using AI, automation, and better systems to improve efficiency and decision-making. My focus is on practical solutions: cleaner data, smoother processes, and strategies that drive real growth.

## Skills & Technologies

**Areas of Interest:** Digital Transformation, AI, Data Solutions & Security, Data Analysis, Operations, Automation, Collaboration

**Languages:** Python, JavaScript, C++, MySQL

**Reporting:** Salesforce, SAP, Power BI, Hubspot, Zoho

**Analysis:** MySQL, Power BI, Excel, Google Analytics

## Languages

- English (Fluent)
- French (Fluent)

## Work Experience

### IATA (International Air Transport Association)

*Geneva, Switzerland*

#### Business Data Analyst

*Jan 2024 – Jul 2024*

SAP ERP | Salesforce | Figma | Power BI | MS Teams | Excel

- Led data analysis on special cargo portfolio, including sales forecasting, budget management, and portfolio reporting, to drive strategic decisions and revenue growth.
- Managed contracts creation and oversight, ensuring data alignment with requirements for governments, airlines and IT service providers.
- Oversaw product delivery and fostering key client relationships to drive business development and expansion.
- Managed the optimization of CRM data workflows in Salesforce, enhancing customer lifecycle tracking and a significant increase in deal closures.
- Coordinated comprehensive event logistics, managing communication with governments, airlines, speakers, and exhibitors to ensure seamless execution and stakeholder engagement.
- Managed bad debt collection, ensuring financial compliance and minimizing risk while maintaining strong relationships with clients.

### BBold SÀRL (Career and Corporate Consultancy)

*Geneva, Switzerland*

#### Technical Consultant

*Dec 2021 – Aug 2023*

Power BI | Excel | Optimizely | Hubspot | Zoho | Python | HTML - CSS

- Led website development, design, ad maintenance and provided technical support to optimize product sales and revenue growth.
- Managed leads through Hubspot & Zoho CRM, guiding clients through product discovery and purchasing.
- Created procedural, configurational and operational documentation (training material) for Hubspot, Zoho, Mailchimp, Canva, and G-suite.
- Implemented data strategies, managing KPIs and SEO initiatives to maximize outreach and attract new clients.

### CERN (Conseil Européen pour la Recherche Nucléaire)

*Meyrin, Switzerland*

#### Distributed Data Manager

*Summer 2018 & Summer 2019*

Docker | C++ (Word Library) | MySQL | Python | Power BI | Slack | Mattermost

- Developed AI word filter and response bots using C++ and JavaScript to enhance cybersecurity on social media.
- Implemented Docker containerization for efficient data packaging and distribution.
- Created Ruccio project documentation for applicable procedures and communications with the collaborative teams.
- Utilized Power BI for data analysis and visualization, supporting data-driven decision-making.

## Education

### Webster University Geneva

*Geneva, Switzerland*

Bachelor of Science in Computer Science

*2017 - 2020*