

# MARK ABOAGYE

Experienced Business Analyst with over 6 years proven track record in delivering impact measurement insights and promoting data-driven innovative solutions for global organisations. Currently searching for roles in strategy, research & data analytics.



## PROFESSIONAL EXPERIENCE

Present  
|  
January 2023

- **Insights Analyst (Strategy & Impact)**  
**Cambridge University Press & Assessment** 📍 Cambridge, UK
  - Conducted in-depth analysis of all key markets and competitors, identifying key opportunities and threats to inform Cambridge's competitive and strategic positioning and response to market dynamics.
  - Design and execute research tools and methodologies to evaluate and communicate the impact of internal and external projects.
  - Contributed to the development and implementation of our 5-year strategic plan through in-depth analysis of key performance indicators (KPIs) and external trends.
- **Senior Insights Analyst**  
**Kantar** 📍 London, UK
  - Led and managed 60+ international research & analytics projects, delivering data-driven insights to inform commercial and sustainability strategies for global organisations.
  - Advised clients on optimising business and competitor data to enhance innovation, marketing, and commercial strategies.
  - Assisted clients in developing Sustainability strategies by conducting studies on the intersection of Sustainable Development Goals (SDGs), consumer perceptions, and business activities.
- **Monitoring & Evaluation Consultant**  
**Global Delivery Initiative - World Bank** 📍 Seoul, South Korea
  - Designed and led the evaluation of a \$4 million development project in two major Ghanaian cities, to estimate delivery effectiveness, impact and sustainability.
  - Engaged with diverse stakeholders, including donors, public officials, and community leaders, conducting interviews and assessments across 15 communities.
  - Disseminated the research findings through the publication of policy briefs and active participation in seminars and conferences.
- **Partnership Analyst [NSP]**  
**International Programmes Office, University of Ghana** 📍 Accra, Ghana
  - Successfully fostered and managed 84+ international partnerships, contributing to significant cross-border collaborations.
  - Identified emerging industry trends and established a framework to evaluate project success and the impact of commercial initiatives.
  - Implemented a streamlined partnership management system, digitising 500+ agreements and facilitating efficient coordination across departments.

January 2023  
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March 2021

February 2021  
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August 2019

July 2018  
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July 2016

## CONTACT INFO

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## KEY SKILLS

**Highly proficient in analytic tools**, including Python, R, SQL, Tableau, Power BI, STATA, Advanced Excel (*Power Query*), MS Power Apps

**Highly skilled in:** Econometrics, Data Storytelling, Project Management, Policy Analysis Impact Evaluation, Technical & non-technical communication.

## EDUCATION

- **M.Phil in Development Economics**  
[University of Cambridge](#)  Cambridge, United Kingdom
  - **Concentration:** Blended Finance for Sustainable Development Projects
  - **Relevant Modules:** Political Economy of Development; Development Economics
- **Master of Public Management**  
[KDI School of Public Policy and Management](#)  Sejong, South Korea
  - **Concentration:** Strategy & Global Management
  - **Relevant Modules:** Applied Econometrics; Labour Economics; Competition & Firm Dynamics
- **Bachelor of Arts in Economics**  
[University of Ghana](#)  Accra, Ghana
  - **Concentration:** Economic Informality & Economic Growth
  - **Relevant Modules:** Quantitative Methods; Labour Economics; Microeconomics; Macroeconomics;

## COMMUNITY SERVICE & LEADERSHIP

Jan 2022  
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Jan 2021

- **Deputy Projects Director**  
[Cambridge Development Initiative](#)  United Kingdom & Tanzania
  - Managed 4 projects and programs, mainly situated in Tanzania and a team of 26 program leads, support officers and fundraisers
  - Coordinated new partnerships and maintained the existing ones with international development organisations in the UK, US, Canada, and Tanzania
  - Supported fundraising, sought new business development opportunities and managed project budgets.