

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	<div><div>Insights Analyst (Strategy & Impact)</div><div>Cambridge University Press & Assessment</div><div>Cambridge, UK</div></div> <div><ul style="list-style-type: none">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.</div>
January 2023 March 2021	<div><div>Senior Insights Analyst</div><div>Kantar</div><div>London, UK</div></div> <div><ul style="list-style-type: none">Led and managed 60+ international research & analytics projects, delivering data-driven insights to inform commercial and sustainability strategies for global organisations.Assisted clients in developing Sustainability strategies by conducting studies on the intersection of Sustainable Development Goals (SDGs), consumer perceptions, and business activities).Advised clients on optimising business and competitor data to enhance innovation, marketing, and commercial strategies.</div>
February 2021 August 2019	<div><div>Monitoring & Evaluation Consultant</div><div>Global Delivery Initiative - World Bank</div><div>Seoul, South Korea</div></div> <div><ul style="list-style-type: none">Designed and led the evaluation of a \$4 million development project in two major Ghanaian cities, to estimate delivery effectiveness, impact and sustainability.Disseminated the research findings through the publication of policy briefs and active participation in seminars and conferences.Engaged with diverse stakeholders, including donors, public officials, and community leaders, conducting interviews and assessments across 15 communities.</div>
July 2018 July 2016	<div><div>Partnership Analyst [NSP]</div><div>International Programmes Office, University of Ghana</div><div>Accra, Ghana</div></div> <div><ul style="list-style-type: none">Successfully fostered and managed 84+ international partnerships, contributing to significant cross-border collaborations.Implemented a streamlined partnership management system, digitising 500+ agreements and facilitating efficient coordination across departments.Identified emerging industry trends and established a framework to evaluate project success and the impact of commercial initiatives.</div>

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.

Last updated on 13 June, 2024.



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

Quantitative Methods; Labour Economics;

• **Relevant Modules:** Microeconomics; Macroeconomics;



COMMUNITY SERVICE & LEADERSHIP

Jan 2022



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.