

MELISSA AOUN

Business Analyst



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Lebanese



French (native) English (fluent)
Arabic (native) Italian (learner)



CAREER OBJECTIVE

Junior Business Analyst with a fresh-experience in Business and Data Analysis with a great sense of CRM & Marketing. Highly self-motivated and goal-oriented person, in addition to strong analytical and technical skills in ERP implementation. Looking to use my master degree in Big Data and Business analytics and proven track record of assisting managers achieve new levels of success and recognition.

EDUCATION

MIP Politecnico Di Milano

Milano - Italy

2019 - 2020

**Master in Business
Analytics & Big Data**

Lebanese American Univeristy

Beirut - Lebanon

2011 - 2015

**Bachelor of Political
Sciences & International
Affairs**

SKILLS

SQL

Microsoft Excel

Microsoft Office

SAP

Adobe Illustrator

R Language

Power BI

Adobe Photoshop

Tableau

PASSIONS

Machine Learning

Customer Analysis

Social Media

Travel & Tourism

Communication

Costumer Services

Market Analysis

Team Building

Salesforce

DAX functions

Data Management

Project Management

Product Marketing

Presentation Standing

PROFESSIONAL EXPERIENCE

Marketing & Business Analyst |

Coral Oil Company | September 2020 - Current

Beirut, Lebanon

- Building Analysis Services reporting models using Power BI desktop.
- Developing visual reports, dashboards and KPI scorecards using Power BI desktop
- Research and analyze competitor advertising links
- Research and implement SEO recommendations.
- Implementing SAP and working with areas such as inventory, sales, production and marketing.
- Actively participating in the development of a Loyalty Program mobile app.

Market Analyst & Data Scientist |

Bee The Data | June 2020 - September 2020

Barcelona, Spain | *Internship*

- Responsibility in studying market conditions to assess the potential sales of products and services.
- Forecasting and monitoring sales trends and preparing reports for management and utilizing software for data analysis
- Machine Learning prediction project developed with Python.
- Reporting on marketing KPIs to increase the performance of the Cafeteria.

Social & Political Associate |

Parliament of Lebanon | August 2018 - September 2019

Beirut, Lebanon

- Converted electoral poll data into actionable insights by predicting and modeling future outcomes.
- Utilized SQL data warehousing programs, Tableau and other visualization toolset for data intelligence and analysis.
- Utilized Google Analytics and implemented new scripts that increased political campaign performance by 20%.

Commercial Banking Analyst |

Banque Libano-Francaise | April 2017 - July 2018

Beirut, Lebanon

- Supported Client Relationship Managers in financial statements and tax returns of clients and prospective clients.
- Performed a thorough review of current and prospective clients by gathering and analyzing their background credit and legal information, to validate their legal standing and credit worthiness.
- Ensured adherence to the Bank's loan policies and credits.

Customer Service & Teller Operation Officer |

Lebanese Gulf Bank | September 2016 - February 2017

Beirut, Lebanon | *Internship*

- Handled all kind of payments: loans, cashing checks, deposits etc.
- Managed approximately 30 incoming calls, emails and faxes per day from customers.
- Cross-sold bank products and answered inquiries; informed customers of new services and product promotions.
- Provided high level of customer service through friendly approach, strong professionalism and timely assistance with customer transactions.

Administrative Operation |

Ministry of Social Affairs & Emigrants | May 2015 - November 2015

Beirut, Lebanon | *Internship*

- Arranged for meetings, travels, and wrote reports.
- Learned about associations and NGO's and its main functions.
- Developed research concepts, work plans for papers and reports.
- Identified and analyzed key trends, policies, and strategies.