



KARIM AYYAD

DATA ANALYST | EXPERTISE IN DATA INSIGHTS AND OPTIMIZATION

PROFESSIONAL SUMMARY

Detail-oriented and results-driven data analyst with experience in diverse analytical and database roles. Proven ability to optimize data systems, enhance data accuracy, and support evidence-based decision-making across industries. Demonstrated success in designing and implementing data solutions that drive business performance and operational efficiency. Passionate about transforming complex data into actionable insights that lead to measurable improvements in client performance. My motive is to create impactful data solutions that help organizations achieve their strategic objectives in the New Zealand market.

WORK EXPERIENCE

Market Research Analyst - Contractor

**Recruitment Studio - New Zealand Trade and Enterprise |
Auckland, NZ | June 2025 – September 2025**

- Collaborate with Customer Managers and International teams to develop tailored research proposals aligned with customer export goals.
- Lead end-to-end market research projects, from initial scoping and planning through data collection, analysis, and presentation of insights.
- Conduct in-depth analysis to identify market trends, patterns, and correlations, translating findings into actionable commercial insights.
- Deliver clear, engaging, and well-structured reports, presentations, and visual outputs to communicate research outcomes and strategic recommendations.
- Manage relationships with external research providers, effectively briefing and coordinating projects to support NZTE's wider research initiatives.

Client Analyst

Circana | Auckland, NZ | November 2023 – April 2025

- Supported key clients in optimizing data management processes, improving data accuracy, and enabling better decision-making.
- Designed and implemented customized dashboards using Power BI to track client sales and marketing performance, contributing to a double-digit growth in market share for top clients within six months.
- Enhanced data visualization techniques to present actionable insights that improved marketing strategies across various regions in NZ.
- Collaborated with teams to clean and validate datasets, reducing reporting errors by more than 20% in client databases.
- Partnered with our key account managers with leading FMCG clients, including Sanitarium, Twinings, Signature Marketing, and Obela, to analyse and optimise sales and marketing data. Designed tailored data solutions that identified growth opportunities, resulting in more than 10% average increase in market penetration and improved category performance across key retail channels.

Database Assistant

The Hearing House | Auckland, NZ | October 2022 – March 2023

- Successfully migrated 100% of patient data and lab records from legacy systems to a cloud-based platform within Six months, minimizing downtime and ensuring data integrity.
- Developed and documented data-entry protocols, which improved data accuracy by more than 20%, leading to better patient follow-ups and appointments.
- Identified gaps in data management processes and implemented solutions that improved staff productivity.
- Assisted the clinical team by preparing detailed reports on patient demographics and treatment trends, supporting strategic decision-making for enhanced patient care.
- Ensured compliance with NZ data privacy standards by implementing secure data management practices for patient records, enhancing patient safety and privacy.

CONTACT

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- 📍 Massey, Auckland, NZ
- 🌐 [LinkedIn](#)
- 🌐 [Portfolio](#)

SKILLS

• DATA TOOLS:

Power BI / Tableau
Excel
Python
SQL

• DATA ANALYTICS:

Data Visualization
Data Storytelling
Database Management
Statistical Analysis
Predictive modeling
Insights generation

• SOFT SKILLS:

Critical Thinking
Problem-Solving
Attention To Detail
Communication Skills
Flexible attitude

LANGUAGES

English (Fluent)
Arabic (Native)

ACTIVITIES&HOBBIES

- **TEDx organiser - Event Organiser**
Volunteer 4 TED Events.
- **ERASMUS+ projects - Hiking and camping** guidance and learning.
- **Kayaking**
- **E-sports**

Casual Client-Facing Jobs | Beirut, Lebanon | 2018 – 2020

- **Game Master (Escape the Room):** Improved customer engagement and problem-solving experiences through mentoring and teaching techniques on how to solve puzzles and riddles.
- **Ticketing Box Office (Grand Cinemas):** Streamlined ticketing processes during peak times, advertising and promoting the company’s movies. Managing and organising parties.

EDUCATION

- **Post-graduate Diploma in Information Technology (Emphasis on Data Analytics)**
Whitecliffe College, Auckland, NZ | 2022-2023
- **Bachelors of Science in Biology**
Lebanese International University, Beirut, Lebanon | 2016-2021

COURSES & CERTIFICATES

- **Technology Consulting Job Simulation – Forage (Accenture)**
- **Data Analytics and Visualization Job Simulation – Forage (Accenture)**
- **Machine Learning and Data Science Bootcamp – Udemy**
- **Python for Data Science and Machine Learning – Udemy**
- **CS50 Introduction to Computer Science – HarvardX**
- **Google Data Studio Introduction Certificate**
- **Google Tag Manager Fundamentals Certificate**