HIBA FAWAZ

DATA ANALYST

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CONTACT

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PROFESSIONAL SUMMARY

Curious by nature and driven by data, I turn complex information into stories that inspire action. With a Master's in Enterprise Business Analytics and a strong background in data analysis, market research, and client strategy, I bridge the gap between insight and impact. I blend analytics and communication to turn insights into impactful, growth-driven strategies.

EXPERIENCE

MEMAC OGILVY (NESTLÉ CONTENT STUDIO TEAM)
July 2024 –Oct 2025

Data Analyst

- Produced in-depth data analysis reports, integrating consumer behavior insights, sentiment analysis, and search trends to develop actionable recommendations for content planning.
- Created periodic newsletters for Nestlé, providing actionable insights that guided content planning and kept brand messaging current and relevant.
- Presented analytical insights to senior stakeholders, influencing brand positioning, campaign performance, and long-term strategic direction.

PIPA MEDIA
Jan 2023- Feb 2024

Data Analyst

- Leveraged TikTok Live and eCommerce data insights to identify growth opportunities, driving stronger creator performance and sustained audience engagement.
- Designed and automated monthly performance dashboards, providing key metrics for management and clients.
- Collaborated cross-functionally with team leads to refine strategy,achieving measurable growth in user engagement and conversion rates

SMART SOURCE CONSULTING (JOINMYTRIP PROJECT)

Business Consultant
Sept 2022 –Aug 2023

- Led client acquisition and outreach campaigns, onboarding 50+ Trip Leaders and driving a 15% increase in revenue.
- Conducted growth and performance analyses to identify business opportunities, contributing to strategic expansion in new markets.
- Strengthened client engagement by developing personalized data-driven reports and insights presentations, improving retention by 12%

BLACK DELTA DEFENCE (BEIRUT AIRPORT PROJECT)
Market Research Analyst

Jan 2022 — Apr 2022

- Utilized SPSS-based statistical analysis and the Van Westendorp pricing model to measure consumer favorability, willingness to pay, and pricing thresholds, generating insights optimal pricing strategy for E-Gate services.
- Delivered analytical reports and pricing insights for executive-level decision-making, contributing to the adoption of data-backed pricing strategies and the rollout of the airport's digital E-Gate system.

Statometry
Market Research Analyst

Oct 2019 – Oct 2021

- Partnered with international research agencies (Ventures Middle East, Hall & Partners) to deliver accurate, high-quality market studies and ensure data reliability.
- Designed and produced comprehensive research reports (gap analysis, brand image, and market opportunity studies).
- Applied quantitative and qualitative research methods, enhancing data reliability and project efficiency.

INTERNSHIPS

Sidelick, Marketing Strategist Intern

July 2019 - Sep 2019

Banque Du Liban ,Banking and Marketing Intern

July 2018- Aug 2018

Bank of Beirut, Intern

Aug 2017 - Feb 2018

Alfa Telecommunication, Mystery Shopper

Feb 2026 - Mar 2016

EDUCATION

MS in Enterprise Business Analytics
A.U.S.T

2020-2022

Developed expertise in predictive analytics, text analytics, and machine learning using tools such as Weka, Excel (Pivot Tables), and SPSS to support data-driven decision-making and business forecasting.

BS in Marketing and Advertising
A.U.S.T

2014-2018

Completed a curriculum integrating marketing courses (consumer behavior, brand strategy, marketing management) and advertising courses (copywriting, media planning, and creative strategy), fostering analytical and creative problem-solving skills.

SKILLS

SPSS
Meltwater
WEKA
Power BI