

Osman Sharif

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Haret En Naameh, Mount Lebanon

Professional Summary

Data-driven professional with background in Management Information Systems and hands-on experience in data visualization, business intelligence, and analysis. Skilled in transforming data into actionable insights to optimize media strategies, improve ROI and support decision-making. Adaptable, analytical, and eager to contribute to innovative media planning and execution at WPP.

Education

BA in Management Information Systems, Lebanese International University, Sep 2021 - Jun 2024

Projects & Academic Experience

Database Management Project

Experience in handling large datasets for audience segmentation and campaign targeting.

Tableau Data Visualization Project

Media analytics dashboards: trend identification, campaign optimization, KPIs.

Certifications & Courses

- Intro to Data Analysis
- Digital marketing

Technical Skills

- Audience segmentation and targeting
- Marketing analytics: Tableau, Excel, SQL
- Reporting and dashboarding
- Analysis and optimization
- **Programming Languages:** Python, JavaScript, Java, HTML, CSS
- **Database Management:** MySQL, SQL
- **Other Skills:** Data Management, Detail-oriented Resource Management, Microsoft Office, Analytical Thinking, Self learner, Problem-solving.