

Hiba Fawaz

Data Analyst

CONTACT

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ABOUT ME

Data-driven Business Analytics professional with a Master's in Enterprise Business Analytics. I specialize in business performance monitoring and operational efficiency by translating complex data into actionable strategies. Expert in KPI tracking, dashboard automation, and identifying operational bottlenecks to drive growth and support senior stakeholder decision-making.

PROFESSIONAL EXPERIENCE

Data Analyst

July 2024 –Oct 2025

Memac Ogilvy (Nestlé Content Studio Team)

- Produced in-depth data and product analysis reports for global brands like Nido, KitKat, and Gerber, integrating consumer behavior insights, sentiment analysis, and search trends to develop actionable recommendations for content and regional 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.

Data Analyst

Jan 2023– Feb 2024

Pipa Media

- Leveraged performance data to identify growth opportunities, driving stronger engagement and sustained operational results.
- Designed and automated performance dashboards, providing key metrics for management to monitor business efficiency.
- Collaborated cross-functionally with team leads to refine business strategy, achieving measurable growth in conversion rates.

Buiness Consultant

Sept 2022 –Aug 2023

Smart Source Consulting (JoinMyTrip Project)

- 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%

Market Research Analyst

Jan 2022 – Apr 2022

Black Delta Defence (Beirut Airport Egate Project)

- Developed and automated performance dashboards using Power BI and Excel Pivot Tables to visualize pricing thresholds and consumer favorability.
- Conducted thorough data analysis to identify trends and forecast outcomes, supporting executive-level decision-making for the E-Gate system rollout.
- Delivered data-driven presentations to communicate strategic findings and pricing recommendations to senior leadership.

Market Research Analyst

Statometry

Oct 2019 – Oct 2021

- Partnered with international research agencies (Ventures Middle East, Hall & Partners, Publicis) to deliver accurate, high-quality market studies and ensure data reliability.
- Designed and managed automated dashboards using Power BI and Excel to track key performance indicators (KPIs), SKU analysis & sales trends across multiple categories.
- Utilized SPSS to analyze Brand Health, CSAT, and Gap studies for high-profile clients in banking, government, and luxury retail (Chalhoub Group & other fashion brands) to identify market opportunities.

INTERNSHIPS**Marketing Strategist Intern**

Sidelick

July 2019 – Sep 2019

Banking and Marketing Intern

Banque Du Liban

July 2018– Aug 2018

Hands on Banking Internship

Bank of Beirut

Aug 2017 – Feb 2018

Mystery Shopper

Alfa Telecommunication

Feb 2026 – Mar 2016

EDUCATION**American University of Science and Technology | 2020-2022**

Master of Science in Enterprise Business Analytics

- GPA: 3.8
- Courses in predictive analytics, text analytics, and machine learning using tools such as Weka, Excel (Pivot Tables), and SPSS to support data-driven decision-making

American University of Science and Technology | 2024-2028

Bachelor of Science in Business Marketing and advertising

- GPA: 3.8
- 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**Hard Skills**

SPSS
Meltwater
WEKA
Power BI

Soft Skills

Market Research
Data Visualization & storytelling
Text analytics
Communication Skills
Data Reporting
Problem Solving and Critical Thinking
Curiosity and Creativity

CERTIFICATES**Elements of AI of Business | 2025**

University of Helsinki

Data Storytelling | 2025

WPP

Injaz innovation camp | 2018

INJAZ

Adwords,SEO Workshop | 2019

Google