

Hiba Fawaz

Data Analyst | Strategic Insights Specialist | Data-Driven Decision Making

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ABOUT ME

Data Analyst 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-level decision-making.

PROFESSIONAL EXPERIENCE

Data Analyst

Memac Ogilvy (Nestlé Content Studio Team)

Jul 2024 – Oct 2025 | Beirut, Lebanon

- Delivered performance and product analysis for 5+ global FMCG brands (Nido, KitKat, Gerber) across 10+ campaigns, combining market research, competitive intelligence, and search trend analysis to improve audience targeting and media efficiency.
- Developed monthly trends newsletters for Nestlé, directly influencing content planning cycles and messaging alignment across multiple markets.
- Presented data-driven insights to senior stakeholders, supporting improved campaign performance and clearer brand positioning decisions.

Data Analyst

Pipa Media

Jan 2023 – Feb 2024 | Beirut, Lebanon

- Analyzed TikTok Live and eCommerce performance data using dashboard-driven analysis across 100+ live sessions, identifying growth opportunities that drove 20%+ increases in creator engagement and higher income.
- Conducted performance and growth analyses to support market expansion strategies across new regions.
- Produced customized, data-driven insight presentations, improving client retention by 12% through personalized recommendations.

Business Consultant

Smart Source Consulting (JoinMyTrip Project)

Sept 2022 – Aug 2023 | Beirut, Lebanon

- Led client acquisition and outreach initiatives, onboarding 50+ Trip Leaders and contributing to a 15% increase in revenue.
- Conducted growth and performance analyses to support market expansion strategy and operational planning.
- Delivered data-driven feasibility assessments and strategic insights to senior stakeholders, supporting sales decisions.

Market Research Analyst

Black Delta Defence (Beirut Airport E-Gate Project)

Jan 2022 – Apr 2022 | Beirut, Lebanon

- Applied SPSS and Van Westendorp pricing models to assess consumer willingness-to-pay, directly supporting executive pricing decisions for the E-Gate rollout.
- Developed statistical reports that enabled the adoption of data-backed strategies for airport E-Gate initiatives.
- Presented complex analytical findings in a clear, actionable format to senior stakeholders.

Market Research Analyst

Statometry

Oct 2019 – Oct 2021 | Beirut, Lebanon

- Worked closely with international research agencies (Ventures Middle East, Hall & Partners) on survey design and data analysis, ensuring statistically reliable market studies.
- Analyzed survey-based customer data related to brand image, customer segmentation, and gap analysis using SPSS, delivering actionable insights and strategic recommendations to support client strategy.
- Developed and updated dashboards to track key research KPIs and visualize analytical findings, improving insight accuracy and client usability by 20%.

INTERNSHIPS

Marketing Strategist Intern | Sidelick Pet Sitting Platform

Jul 2019 – Sep 2019

Banking and Marketing Intern | Banque du Liban

Jul 2018 – Aug 2018

Hands-on Banking Internship | Bank of Beirut

Aug 2017 – Feb 2018

Mystery Shopper | Alfa Telecommunications

Feb 2016 – Mar 2016

EDUCATION

Master of Science in Enterprise Business Analytics

American University of Science and Technology | 2020–2022

- GPA: 3.8
- Relevant Coursework: Predictive Analytics, Text Analytics, Machine Learning (Weka), SPSS, Advanced Excel

Bachelor of Science in Business Marketing and Advertising

American University of Science and Technology | 2014–2018

- GPA: 3.8
- Relevant Coursework: Consumer Behavior, Brand Strategy, Marketing Management, Media Planning, Copywriting

SKILLS

Hard Skills

SPSS
Meltwater
WEKA
Power BI
Google Analytics

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 for Business | 2025

University of Helsinki

Data Storytelling | 2025

WPP

Injaz innovation camp | 2018

INJAZ

Adwords, SEO Workshop | 2019

Google