

ADNAN ABED

Data Analyst · Business Intelligence Analyst · Marketing Analytics

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adnan-abed.com

PROFILE

PhD-qualified Data Analyst with 10+ years of experience transforming data into actionable insights across various industries. Skilled in SQL, Python, Tableau, Excel, and KPI development. Experienced in stakeholder management, project supervision, business research, and communicating complex findings to technical and non-technical audiences.

CORE COMPETENCIES

- **Data Analysis & Visualization:** SQL, Python, Tableau, Excel, KPI Development, Dashboard Design
- **Digital & Marketing Analytics:** Google Analytics 4, Google Tag Manager, Campaign Analysis, Customer Insights
- **Business & Project Management:** Stakeholder Management, Agile, Process Improvement, Workshop Facilitation
- **Research & Communication:** Quantitative Research, Data Interpretation, Coaching, Presenting Insights

EXPERIENCE

Quality Data Analyst · TELUS Digital AI Poland *Sep 2024 – May 2026*

- Analysed annotation quality and compliance data to identify trends and inconsistencies, improving policy clarity, reliability, and decision consistency.
- Developed KPI dashboards and reports to track accuracy, productivity, and quality, supporting performance optimization and process improvement.

Lecturer / Researcher · Hanze University of Applied Sciences *Sep 2021 – Aug 2023*

- Supervised 30+ digital innovation and product development projects.
- Delivered courses in Marketing Analytics to 200+ international students.

Campaign Performance Analyst · G Partner (Google Ads Project) *Jan 2019 – Sep 2021*

- Analysed Google Ads performance across search, display, and video to optimize campaigns and improve ROAS.
- Advised clients on campaign strategy, bidding, targeting, and budgets to improve ad performance and support growth.

Data Analyst · Citibank Europe PLC *Aug 2016 – Feb 2019*

- Analysed financial transaction data and supported compliance monitoring.
- Developed reports and visualisations in Tableau and Excel.

EDUCATION

PhD, Economic Sciences	University of Warsaw, Poland	2018
MBA, Net-Economy	University of Picardie Jules Verne, France	2009

LANGUAGES & AUTHORIZATION

Arabic (Native)	English (Professional)	Polish (Limited Working)
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Authorized to work and legally residing in Poland