

FATIMA ABAAS

CONTACT

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SKILLS

Data Analysis (SQL, Python)
Power BI
Excel (Advanced)
Tableau
Marketing Analytics
Strategic Thinking
Problem-Solving
Collaboration
Communication
Leadership

EDUCATION

BSc (Hons) Biochemistry

Queen Mary University of London

2016-2019

Notable Achievement: Distinction in Project Skills in the Life Sciences and lab projects.

AWARDS

November 2020
International News Media Association (INMA) and Google News Initiative (GNI) Elevate Scholar

- Selected as 1 of 50 awardees to receive a prestigious news media award.

LANGUAGES

English 
Arabic 

PROFILE

Accomplished data strategist with a proven track record of delivering impactful insights and driving strategic initiatives in global organisations. Expertise in crafting bespoke marketing strategies and leveraging advanced analytics tools to optimise business operations and inform decision-making. Skilled in cross-functional collaboration and adept at thriving in fast-paced, dynamic environments. Fluent in Arabic and experienced in multicultural settings.

WORK EXPERIENCE

Marketing Data Analyst (Contract)

Mars Inc. July 2023–October 2023

- Enhanced operational efficiency by analysing and optimising EU customer data, resulting in actionable insights that informed strategic direction.
- Developed comprehensive dashboards and reports to identify successful marketing campaigns and demographic trends, contributing to the 2025 marketing campaign strategy.
- Collaborated with agencies and internal teams to communicate data-driven insights and optimise marketing strategies.

Operations & Business Intelligence Coordinator

Elephant Healthcare, London April 2021–March 2023

- Promoted twice within 2 years; spearheaded a company-wide shift towards data-driven decision-making.
- Established adoption and engagement metrics for healthcare SaaS apps, leading to a 15% increase in user engagement within the first quarter.
- Designed and implemented data proficiency training sessions, achieving a 95% employee usage rate of adoption and engagement dashboards.
- Streamlined bug reporting process, reducing resolution time by 50% through integration of internal systems with helpdesk platforms.
- Collaborated with healthcare organisations to develop patient journey dashboards, facilitating data-driven decision-making and improving patient care pathways.

International Brand Marketing Associate

The Wall Street Journal (WSJ), Dow Jones, London September 2019–April 2021

- Drove high levels of engagement in the Asia Pacific region through targeted content marketing strategies, resulting in increased audience interaction.
- Facilitated localisation of brand marketing campaigns, coordinating translation efforts and identifying resonant content for global audiences.
- Led B2B lead generation through social media and email marketing channels, meticulously measured via CRM software.
- Developed dashboards for the B2B Commercial Partnerships team, enabling efficient resource allocation and partner engagement prioritisation.

Brand Marketing Intern

The Wall Street Journal (WSJ), Dow Jones, London July 2019–September 2019

- Drove high levels of engagement in the Asia Pacific region through targeted content marketing strategies, resulting in increased audience interaction.
- Facilitated localisation of brand marketing campaigns, coordinating translatio