Hawra Nawrozzadeh

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Dynamic Data Analyst with over 5 years of experience in clinical research, business and marketing, accounting, property management and education. Skilled in automating processes and using advanced analytics to drive strategic decisions, such as improving campaign ROI. Recently took courses including Udemy's Banks & Financial Markets and CIFA's UK Finance Regulation for FCA, excited to leverage my transferable skills to investment analysis. Passionate about solving complex problems and making impactful business decisions.

EDUCATION

Brunel University London -- BSc in Life Sciences (2:1, Major in Computational Data Analysis, Minor in Biochemistry) (12/09/2018 - 03/05/2021)

Brunel University London -- MSc in Data Science and Analytics (Distinction, Full Scholarship (13/09/2021 - 01/12/2022)

WORK EXPERIENCE

07/10/2024 - 17/11/2024
Data Analyst (Contract) [Balucci Properties Ltd]
- Extended data sources to refine pricing strategies, resulting in a 15% improvement in pricing accuracy and increased client retention.
- Currently implementing an SQL database system to centralise client inquiries, aiming to improve outreach efficiency and reduce lead processing time by 20%.

15/07/2024 - 17/11/2024
Digital Marketing Analyst (Pro Bono) [The Zahra Trust Charity]
- Built targeted Google Ad campaigns, increasing campaign engagement and Click-Through Rate (CTR) by 10% despite limited resources.
- Conducted in-depth keyword research and competitor analysis using Google Trend and SEMrush, reducing cost-per-click by 3-5%.

08/08/2023 - 17/11/2024
Qualified Instructor (Freelance) [Code First Girls]
• Achieved CFG Qualified Instructor status, delivering Python and Web Development course over 90 female students, resulting in a 30% increase in student satisfaction and participation. • Developed hands-on curriculum to enhance technical skills through real-world challenges (marketing, finance, and business), leading to a 25% improvement in course retention rates, and helping bridge the gender gap in tech.

05/08/2024 - 27/09/2024
Clinical Research Data Analyst (Contract) [ChiSquare Labs UK]
• Automated patient eligibility screening for neurological trials, reducing candidate processing time by 10% and improving recruitment efficiency. • Conducted IoT healthcare trend analysis, contributing insights that informed project strategy and presentation outcomes.

07/03/2022 - 19/07/2024
Data Analyst [Balucci Properties Ltd]
- Conducted targeted market research, leading to a 20% increase in lead generation and a 15% rise in successful quote conversions.
- Automated the invoicing system from a manual Excel process, using Python, which saved 5-6 hours of processing time weekly, resulting to 15% in reduction in billing errors.
- Utilised Tableau to analyse and visualise quote closure rates, providing actionable insights that improved sales conversion rates by 10%.

05/02/2024 - 31/05/2024
Data Analyst (Contract) [Printerpix]
- Developed Tableau dashboards using SQL analysis, that improved marketing Return On Investment (ROI) by 10% through data-driven campaign optimisation and reporting.
- Enhanced campaign performance by refining the Key Performance Indicators (KPIs) and analysing metrics such as CTR, resulting in improved budget allocation and resource management.

06/07/2020 - 28/08/2020
Data Analyst Research Assistant [University of Cambridge, Department of Genetics]
- Analysed 25,000+ genetic sequences using R and Linux Scripting, achieving a 70% correlation with reference data and enhancing the accuracy of research findings.
- Developed detailed data visualisations that clarified the link between genetic sequences and protein functions, supporting key discoveries.

17/06/2019 - 23/08/2019
Data Analyst Research Assistant [UCL Great Ormond Street Institute of Child Health]
- Led analysis of EEG and EMG data using Python, optimising epilepsy prevention methods through data-driven brainwave analysis.
- Managed data collection and timeline coordination, delivering insights to 20+ stakeholders, which accelerated project milestones.

CERTIFICATES

SKILLS

Hard Skills:

Soft Skills: