

CARL BRAZIER

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EDUCATION

Imperial College Business School

London, UK | Aug 2024 - Aug 2025

Master of Science (MSc) in Business Analytics

Relevant modules: Machine Learning (Artificial Intelligence), Optimisation and Decision Models, Maths & Statistics for Analytics, Statistics and Econometrics, Data Structures and Algorithms, Network Analytics, Data Wrangling and Visualisation, Fundamentals of Database Technologies, Logistics and Supply Chain Analytics, Digital Marketing Analytics, Retail and Marketing Analytics, Data Management and Ethics, Text analysis for Business, Causal Modelling for Business Analytics, Analytics in Business Capstone Project (Consulting project for Panavision focused on supply chain cost and emissions optimisation)

ESCP Business School

Paris-Turin-Berlin track, Europe | Aug 2020 - Aug 2023

Bachelor of Science (BSc) in Management

Specialisation Financial Management and Investment Management

Relevant modules: Statistics, Accounting, Coding, Operations Management, Information Systems, Marketing, Negotiation, Taxation, Contract and Business Law

PROFESSIONAL EXPERIENCE

Unilever

Beirut, Lebanon | Sep 2023 - Dec 2023

Business Analyst Client Development

- SQL: Processed market and customer data for NALI (3 regions: North Africa, Levant, Iraq) using Microsoft Azure
- Power BI: Created 3 dashboards for digital sales points of regions, integrating data from major retailers
- Strategic Analysis: Monitored KPIs and competitive data for decisions with 3 departments: Marketing, Finance, and Strategy
- Reformed data procedures: Optimized process, saving 3 days per week

Ernst & Young

Dubai, UAE | May 2023 - Aug 2023

Markets and Business Development Intern

- Delivered customer tax operations and reporting services across 4 countries of the MENA region
- Refined data collection methods in KYC and customer onboarding processes for 6+ financial institutions
- Led 7 projects surrounding Foreign Account Tax Compliance Act and Common Reporting Standards

Sodimo France

Gennevilliers, France | Jun 2022 - Aug 2022

Business Development Intern

- Managed 2 E-commerce platforms and created B2B product catalog encompassing 11 categories
- Performed market and GAP analysis of competitors and 8 existing e-commerce websites
- Defined 5-point deployment plan to address human resources and KPIs needed over next 3 years

Unilever

Dubai, UAE | Jul 2021 - Aug 2021

E-commerce Intern

- Collaborated with a team of 4 to develop an onboarding plan for stores and co-created 3 training materials for Qatar B2B clients
 - Led end-to-end process training sessions on the B2B platform and data analysis for 5 SKUs, identifying growth opportunities
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ACHIEVEMENTS

Creation of High School Basketball Team

Beirut, Lebanon | Sep 2016 - Jun 2020

- Co-created high school's first basketball team, joined various district championships with a team of 7 players

Volunteering at "Beit el Aata"

Beirut, Lebanon | Jan 2018 - Aug 2018

- Served meals and provided hygiene services to vulnerable individuals every Tuesday for 8 months
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ADDITIONAL SKILLS

Technical Skills

Excel (advanced), SQL (advanced), Python (advanced – pandas, numpy, scikit-learn, matplotlib), language R (advanced – ggplot2, statsmodels), Power BI (advanced), Microsoft Azure (advanced), Spark (intermediate), AWS (intermediate), Google Analytics (intermediate), Tableau (intermediate), MongoDB (intermediate), SAP (intermediate), Salesforce (beginner), Oracle (beginner)
Certificats: Generative AI (Microsoft), Portfolio and Risk Management (University of Geneva), EY (Business and Finance)

Languages

English (native), French (bilingual), Arabic (conversational), Italian (basic)

EXTRA-CURRICULAR & INTERESTS

- Practiced basketball for 9 years, trained in camps in Phoenix, Arizona, under former Lebanese national coach Rizkallah Zaaloum
 - Dedicated time daily to gymnastics and calisthenics for 4 years, focusing on mobility, strength, and mindfulness through yoga
 - Visited over 23 countries, experiencing diverse cultures and traditions across Asia, North America, the Middle East, and Europe
 - Participated in events organized by NGO Stand For Women, advocating for women's economic empowerment in the Middle East
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WORK ELIGIBILITY:

- Available immediately (British and Canadian passport holder)