

KINANA ALI

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Date of birth: 1/9/1988

## Professional Summary

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A highly enthusiastic professional with a PhD in Business Administration specializing in Business Intelligence. Possesses extensive experience in research and data analysis using Power BI, presenting reports in a clear and straightforward manner. Proven track record in enhancing decision-making processes. Skilled in leveraging advanced analytical models to improve data workflows.

## WORK EXPERIENCE

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### Present:

- PhD in Business Intelligence (BI), Tartous University, Tartous, Syria
- Doctor at Akadymiuwn International University.
- Online Trainer for Power BI.
- Developed advanced analytical models and optimized data workflows, improving decision-making efficiency by 40% for business operations.
- Member of the consulting team at RETAIL EAGLE GATE, an Egyptian platform, and contributing writer for its online magazine.

### 2021- 2024 Teaching at Tartous University, Tartous (Syria):

- Research Methodology (2024)
- Marketing Management (2021)

### 2015–2024 Research:

#### Tartous University, Tartous (Syria)

- Conducted research in the field of decision support, with a focus on business intelligence and decision-making.
- Conducted research in human resources, focusing on organizational justice and organizational loyalty

## **2021-2022 Freelance Content Writer:**

### **Emirati Industrial Index Magazine**

- Produce engaging content focusing on trends towards business intelligence and analytics.

## **2011–2014 Social Media Manager:**

### **Oscar, Homs (Syria)**

- Managed social media interactions, responding to over 200 messages and comments weekly.
- Enhanced brand engagement by 40% and increased follower count by 25%.
- Tracked relevant online discussions and responded appropriately.
- Published content prepared by the content team and shared new ideas for content.
- Reported on selected social media metrics.
- Continuously improved strategies by analyzing social data, metrics, and best practices..

## **EDUCATION AND TRAINING**

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### **Education**

#### **Doctorate in Economics, Business Administration**

Tartous University, Tartous, Syria

- Graduated: 02/07/2024
- Average: 87%

#### **Master's Degree in Economics, Business Administration**

Tartous University, Tartous, Syria

- Graduated: 24/04/2018
- Average: 75.74%

#### **Bachelor's Degree in Economics, Business Administration**

Tishreen University, Latakia, Syria

- Graduated: 2011
- Average: 72.51%

## Certifications

- Power BI Data Gathering and Integration (2022) - Coursera
- Business Intelligence Concepts, Tools, and Applications (2021) - University of Colorado System, Coursera
- Business Intelligence and Data Warehousing (2021) - Universidad Nacional Autónoma de México, Coursera
- Business English: Networking (2021) - University of Washington, Coursera
- Digital Marketing Course: SEO, Analytics and Online Presence Skills (2019) - Google
- Front End Developer Track (2018) - Udacity
- Human Resource Test (2018) - BAYT.COM
- English to Arabic Test (2018) - BAYT.COM
- Effective Lecture (2016) - HP LIFE
- Employee Assignment Trainer (2016) - HP LIFE
- Customer Relationships Trainer (2016) - HP LIFE
- ICDL Certificate (2012) - International Computer Driving Licence

## Conferences and scientific participations

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### Conferences

- Participated in a conference held by One Stop Academy, Egypt (2023), Online.
- Participated in a workshop entitled "Data Mining" at Tartous University (2023).

### Publications

1. The Impact of Organizational Justice on Increasing Organizational Loyalty - Tishreen University Journal.
2. The Effect of Organizational Justice on Increasing Organizational Commitment - Tartous University Journal.
3. The Impact of Data Analysis Techniques on the Decision-Making Process in the Banking Sector - Al-Baath University Journal.
4. The Impact of Business Intelligence Tools on the Decision-Making Process in the Syrian Banking Sector - Tartous University Journal.
5. Using Smart Performance Analytics to Improve the Decision-Making Process in Real Estate Banks - Al-Baath University Journal.

# SKILLS

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## Languages

- Arabic: Native
- English: C1 Level (Listening, Reading, Spoken Interaction, Spoken Production, Writing)

## Technical Skills

- Power BI
- Python
- SQL
- SPSS
- Microsoft Office Suite (Word, Excel, PowerPoint)

## Soft Skills

- Excellent interpersonal skills and partnership building.
- Strong oral and written communication skills.
- Effective listener with the ability to provide feedback.
- Team working ability.
- Attention to detail and deadline-oriented.
- Strong leadership and organizational skills.
- Effective time management and multitasking abilities.