

RANYA ZEB

MSc Business Analytics & International Business Graduate

+1 (628) 888-5614 | zebaranya@yahoo.fr | Boston, MA | Open to relocation worldwide | [LinkedIn](#) | [Portfolio](#)

PROFILE

Analytically driven and commercially minded business graduate with a double MSc in Business Analytics and International Business. Experienced in financial administration, sales coordination, business analysis, and cross-functional project management across fast-paced, multicultural environments. Proficient in Python, SQL, Tableau, Power BI, and Excel, with a strong ability to translate data into actionable insights for senior stakeholders. Fluent in English and French, with an international background across West Africa, Europe, and North America. Available to relocate from September 2026.

WORK & LEADERSHIP EXPERIENCE

Business Analyst | Bright Mind Enrichment & Schooling (Non-profit) - Boston, MA, USA August 2025 – July 2026

- Served as Florida Grants Team Lead, identifying nearly 100 target universities across multiple U.S. states, managing outreach campaigns, and coordinating follow-up to build strategic partnerships supporting the organization's educational mission.
- Analyzed and modeled business processes to identify inefficiencies and define practical improvement opportunities that enhanced organizational efficiency.
- Gathered, analyzed, and documented business requirements from stakeholder meetings, translating findings into structured analytical reports and dashboards to support evidence-based decision-making.
- Conducted requirements analysis and evaluated feasibility to ensure proposed solutions aligned with business needs and organizational objectives.

Administrative & Financial Assistant | COGITECH - Abidjan, Côte d'Ivoire March 2022 – March 2023

- Managed and monitored project budgets, ensuring efficient allocation of financial resources in alignment with project goals and organizational objectives.
- Monitored the performance of a team of 5–6 members during project execution, ensuring milestones were met on time and within budget across multiple concurrent workstreams.
- Collaborated with project managers and cross-functional teams to streamline financial processes and improve overall operational efficiency.
- Prepared structured financial reports and management dashboards, translating complex data into actionable insights for senior Leadership.
- Supported compliance monitoring and documentation management, ensuring alignment with internal policies and financial procedures.

Sales Assistant | COGITECH - Abidjan, Côte d'Ivoire June – August 2021

- Coordinated internal sales activities with marketing and sales teams to support the execution of approximately 15 client-facing campaigns and projects.
- Maintained accurate CRM records of vendor and client interactions, supporting reliable pipeline tracking and reporting.

Business & Brand Strategy | Puerto Rico Government Tourism Project - Boston, MA, USA February 2024

- Conducted an in-depth market research and territory audit, identifying key market opportunities and competitive positioning gaps to inform strategic recommendations.
- Proposed a \$375,000 budget for the 2024 campaign, building a business case that aligned financial planning and resource allocation with client priorities.
- Designed a strategy and development plan to attract investors, delivering a compelling executive presentation to senior government stakeholders.

EDUCATION

MSc Business Analytics | HULT International Business School – Boston, MA 2024–2025

- Coursework: Python for Data Analysis, Statistics, SQL, Data Management, Visualizing & Analyzing Data with R

MSc International Business | HULT International Business School – Boston, MA 2023–2024

- Coursework: Business Process Analysis, Data Visualization, Sales Management, Project Planning & Execution

BSc International Business | ESCE International Business School – Paris & London 2020–2022

- Coursework: International Trade, Intercultural Negotiations, Supply Chain, International Relations & Geopolitics

SKILLS, ACTIVITIES & INTERESTS

Languages: French (native), English (fluent)

Technical Skills: Python, SQL, R, Machine Learning, Tableau, Power BI, Microsoft Office (Excel, PowerPoint, Word), Google Workspace, Canva

Certifications: SQL – Joining Data and Intermediate SQL (DataCamp), Introduction to Artificial Intelligence (IBM, Coursera), Tableau (UC Davis, Coursera), Excel (Microsoft, Coursera), International and Cross-Cultural Negotiation (ESSEC)

Activities & Interests: FMCG and food industry, consumer insights, business analytics, AI and fintech, business case competitions, global economic trends