

Jawdat Hasan

Market Research Analyst

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PROFESSIONAL SUMMARY

Market research analyst with three years of experience across secondary research, competitive landscape analysis, and consumer insights in the fintech and MENA markets. Reduced research turnaround time 30% through standardized workflows, and led the end-to-end launch of 8+ corporate websites through data-driven UX and SEO audits. Bilingual in English and Arabic, with a track record of stakeholder management across legal, compliance, product, and marketing functions.

PROFESSIONAL EXPERIENCE

WUDUH, Amman, Jordan

Market Research Analyst

December 2023 - Present

- Reduced secondary research turnaround time by 30% by designing standardized workflows and reusable research templates adopted across R&D, legal, compliance, and marketing teams.
- Analyzed the competitive landscape and MENA consumer behavior trends to uncover market opportunities, delivering strategic recommendations that shaped product planning and seasonal campaign strategy.
- Led domain and trademark reviews to audit digital assets, mitigating brand-infringement risk and ensuring legal and regulatory compliance.
- Established a centralized research repository that streamlined cross-functional access to market intelligence and consumer insights, strengthening stakeholder alignment across teams.

Creative Producer

October 2023 - December 2023

- Led end-to-end delivery of 8+ corporate websites, managing stakeholders across design, legal, content, and development to meet launch deadlines.
- Conducted SEO and UX audits with user-journey analysis to improve site usability and organic search visibility.
- Partnered with creative and marketing teams, translating consumer insights into brand messaging aligned with market shifts, driving measurable gains in campaign engagement.

Customer Service Representative

August 2023 - October 2023

- Built a frontline understanding of consumer pain points and product operations, earning a promotion to the marketing team within 2 months.

CORE SKILLS

Market Intelligence: Market & Competitive Research, Secondary Research, Competitive Benchmarking, Trend Analysis, Opportunity Analysis, MENA Consumer Insights

Risk & Compliance: Risk & Compliance Analysis, Legal & IP Audit Support, Data Accuracy & Validation

Digital & Web: Website Coordination & Optimization, SEO & UX Audits, Workflow Optimization

Technical Skills: Microsoft Excel, Google Sheets, Power BI, Google Analytics, SEMrush, SEO Ninja, Figma, Microsoft PowerPoint & Word, Google Workspace

Collaboration: Stakeholder Management, Cross-Functional Collaboration, Strategic Recommendations

Languages: Native Arabic, Native English

EDUCATION

Bachelor of Science in Marketing (Expected Graduation: 2027)

Royal Holloway, University of London

Diploma in Business & Digital Marketing

Amman Arab University, 300+ hours