

ZIAD ABOU-GHALI

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SKILLS

Finance / Business: Advanced Excel (Pivot Tables, VLOOKUP), P&L Balance Sheet Analysis, Financial Modelling, Tableau, Power BI

Programming Languages: Python, C++, C, SQL, MySQL, Bash Scripting, HTML5, CSS3, JavaScript, React Native, Next.js, Node.js

Tools & Technologies: Git, AWS, Ubuntu Linux, Microsoft Azure, VSCode, Keras, Pandas, TensorFlow, LaTeX

Project Management: PMP Certification (In Progress), Agile & Scrum Methodologies, Kanban, Jira, Six Sigma, Waterfall Methodology

WORK EXPERIENCE

HONDA | SALES SPECIALIST / BUSINESS ANALYST

Madison, NJ | Jun 2024 - Present

- Crafted an advanced lead scoring algorithm utilizing Python and SQL, leading to a **25%** increase in monthly sales leads within the first month in the used car market.
- Produced an inventory management system that reduced stock discrepancies by **18%**, optimizing vehicle availability and contributing to a **10%** increase in sales volume for high-demand models.
- Generated a **20%** improvement in closing ratios by implementing data-driven sales strategies and conducting targeted outreach to hot leads identified through CRM.

NJIT | MACHINE LEARNING RESEARCHER

Newark, NJ | Sep 2023 - May 2024

- Refined the Mask R-CNN algorithm using Python and TensorFlow, achieving a **12%** increase in segmentation accuracy over baseline, as detailed in *Nature*, enhancing diagnostic capabilities in medical imaging.
- Prepared and devised data annotation protocols that improved data preparation efficiency by **25%**, using image processing techniques to bolster CNN training and model generalization.
- Conducted rigorous validation of the CNN model, achieving a **5%** improvement in precision and recall and a **7%** increase in Dice coefficient scores through iterative refinement, markedly enhancing predictive accuracy for clinical applications.

KFC | JUNIOR BUSINESS ANALYST / ASSOCIATE

NJ | Sep 2016 - Aug 2023

- Managed financial operations across **7** KFC stores, analyzing daily sales and inventory using **Excel, Tableau, and Power BI**, which streamlined reporting processes and reduced data aggregation time by **20%**.
- Developed real-time dashboards in Tableau and Power BI, optimizing labor management and financial operations that saved **\$400,000** annually and ensured compliance with financial policies.
- Conducted variance analysis for a **\$10M** KFC franchise, leading strategic adjustments that increased revenue by **10%** in **six months**.
- Created financial reports using Excel to track performance metrics, aiding in effective budget management and cost control, resulting in annual savings of **\$50,000**.

PROJECTS

A* ALGORITHM SIMULATION

PYTHON, VISUAL STUDIO CODE

- Developed an object-oriented maze traversal simulation employing the A* algorithm, improving path finding efficiency by **45%** and reducing computational time by **30%**.

LEXICAL ANALYER & RECURSIVE DESCENT PARSER

C++, VISUAL STUDIO CODE, UBUNTU LINUX

- Designed and launched a parser with an integrated lexical analyzer to generate an abstract syntax tree, optimizing debugging for CP-ABE encryption; enhanced file security at rest by ensuring robust encryption protocols and improved code accuracy by **40%** through efficient tokenization.

EDUCATION

New Jersey Institute of Technology

Newark, NJ | Expected May 2024

BS. COMPUTER SCIENCE, MATHEMATICS MINOR

- **Honors:** Dean's List (All Semesters), 6x KFC Foundation Scholarship Recipient
- **Relevant Coursework:** Data Structures & Algorithms, Data Science, Visual Project Management, Intensive Programming In Linux, Principles of Operating Systems, Computer Networking, Design in Software Engineering, Cybersecurity