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Bauchi, 740102 Nigeria

Selected Research & Output

- Bauchi at a Multipolar Crossroads (2026) — 68-page sourced fiscal research paper, lead author
- The Bauchi Fiscal Research Programme — 9 policy briefs, 4 submission-ready, addressed to the State Assembly, Ministry of Finance and Internal Revenue Service
- Citizen Services Barometer — designed household survey instrument (384 interviews, 13 wards, proportional allocation by INEC polling-unit count)
- Established Freedom of Information Act relationship with Bauchi IRS; substantive written response obtained August 2026

Research & Policy Skills

- Policy Research & Analysis
- Survey Design & Sampling Methodology
- Qualitative & Quantitative Research
- Stakeholder Engagement
- Policy Advocacy
- Socioeconomic & Fiscal Research
- Data Interpretation
- Policy Brief & Report Writing
- Data Visualization & Information Design

Education & Training

Theories of Public Policy Course

O.P. Jindal Global University / Coursera

IBM Data Analytics Professional Certificate

IBM / Coursera

Bachelor of Science, Computer Science

Ahmadu Bello University Distance Learning Centre, Zaria · expected 01/2028

Relevant coursework: Data Analysis, Programming, Information Systems

Google Digital Marketing & Ecommerce Professional Certificate

Muhammad Zakariya Ibrahim

Summary

Policy research lead with six months' applied experience translating institutional and fiscal data into sourced, published research and government-facing policy briefs, backed by a data-analytics and information-design background. Author of a 68-page fiscal research programme on Bauchi State (Nigeria) built on certified public accounts, statutory records, and a working Freedom of Information Act relationship with the state revenue service. Designed and fielded a 384-interview household survey instrument. Currently developing a primary research proposal on small-business tax incidence for the International Centre for Tax and Development.

Experience

Sustainable Development Conversations Initiative (SDCI) — Research and Policy Advocacy Lead

Bauchi, Nigeria · 03/2026 – Current

- **Authored Bauchi at a Multipolar Crossroads, a 68-page sourced fiscal research paper analysing Bauchi State's revenue, debt, and mineral-governance position against certified NBS, DMO, and Auditor-General data**
- Produced a linked series of policy briefs from the same evidence base, addressed to the State Assembly, Ministry of Finance, and Internal Revenue Service — four submission-ready as of September 2026
- Established and maintained a Freedom of Information Act channel with the Bauchi Internal Revenue Service, securing a substantive written response in August 2026
- Designed the Citizen Services Barometer household survey instrument: 384 completed interviews across 13 wards, sampled by proportional allocation by INEC polling-unit count.
- Led a three-person research team; directed institutional stakeholder engagement, data verification, and public-facing policy communications

DAALITECH — Digital Marketing Lead

Abuja, Nigeria · 09/2024 – 03/2026

- Conducted market research to understand user behaviour, needs, and positioning
- Developed customer personas to guide product and marketing strategy
- Designed and executed content strategies aligned with business objectives

Freelancing — Freelance UX/UI Designer

Remote, Nigeria · 02/2024 – Current

- Applied research-driven design processes to enhance user experience across platforms
- Created user-centred interfaces aligned with user needs and usability principles

Smartdatalinks — Frontend Developer

Bauchi, Nigeria · 01/2024 – 12/2024

Google

Diploma in Front End Engineering

ALT School Africa

- Developed responsive web interfaces with modern frontend technologies to enhance user accessibility