

First Last

Senior Data Analyst

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WORK EXPERIENCE

Resume Worded, New York, NY

09/2015 – Present

Financial services firm with 50+ employees and \$100m+ annual revenue

Senior Data Analyst

- Examined data from web traffic, mobile app usage, marketing campaigns, and 20+ other sources to provide insights into RW's business performance and customer behavior.
- Created cross-channel dashboards in Tableau for 150+ non-profit clients; boosted donations by 80% within the first month.
- Identified opportunities for improvement through analysis of key metrics and KPIs related to user acquisition, retention, and monetization by supervising 10+ cross-functional teams.
- Developed workflow for data transitions by educating 40+ HNIs on dataflows in DOMO and BigQuery.

Polyhire, London, United Kingdom

10/2012 – 08/2015

NYSE-listed recruitment and employer branding company

Business Intelligence Engineer

- Created and implemented a data warehouse for storing, processing, and analyzing large amounts of structured and unstructured data from weblogs, transactional systems, and 40+ other sources.
- Designed an Extract-Transform-Load process to load 200TB of data into a data warehouse using SQL Server Integration Services (SSIS).
- Optimized ETL processes using Pig Scripting Language (Pig Latin), which improved reporting speed by 70% in the first year of implementation..

GrowthsI, London, United Kingdom

07/2010 – 09/2012

Career training and membership SaaS with 150,000 paying users

Analytics Consultant

- Designed predictive models using Python, R, and SAS to study client behavior; improved Q1 2012 retention rates by 74%.
- Analyzed data from Salesforce CRM and web analytics to identify opportunities for 10+ new services that drove annual revenue by \$300K in the first year of implementation.
- Created dashboards to display sales performance against goals, marketing campaign effectiveness, and 20+ other key metrics, which enhanced executive visibility into business operations by 48%.

Data Specialist, ABC Company, London, United Kingdom

11/2008 – 12/2009

Analytics Manager, XYZ Company, London, United Kingdom

07/2005 – 10/2008

EDUCATION

Resume Worded University, New York, NY

06/2005

Master of Science — Applied Mathematics and Statistics

SKILLS

Hard Skills: Machine Learning (Advanced), Predictive Analytics (Experienced), Data Modeling, Data Warehousing

Techniques: Microsoft Power BI, Data Visualization, Statistical Data Analysis, Google BigQuery, Data Analysis