Catherine Waithera Kamau

**Information & Digital Technology (IDT)
Professional | Data Analyst**

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Limuru, Kenya 📍

👤 Summary

Detail-oriented and digitally fluent Junior Data Analyst with a strong foundation in business information technology, data privacy, and digital marketing analytics. Experienced in setting up data tracking systems, managing MarTech tools, supporting IT operations, and visualizing performance data to guide decision-making. Certified in GDPR and Data Protection, Power BI, and digital marketing. Eager to grow within a dynamic analytics team and contribute to impactful marketing strategies.

💼 Experience

Vision One Group Limited
IT Support & Digital Marketer-Intern
March 2025 – Present

- Provide IT support and ensuring system stability and resolving network issues.
- Support digital marketing efforts, including content creation and social media management.
- Conduct market research and business analysis to guide strategic decisions.
- Managing digital marketing campaigns, monitoring web analytics, and set up tracking using GTM and GA4.

BCG GenAI Job Simulation on Forage

May 2025

- Completed a job simulation involving AI-powered financial chatbot development for BCG's GenAI Consulting team.
- Gained experience in Python programming, including the use of libraries such as pandas for data manipulation.
- Integrated and interpreted complex financial data from 10-K and 10-Q reports, employing rule-based logic to create a chatbot that provides user-friendly financial insights and analysis.

The National Treasury, Kenya
ICT Attaché – Digital Payments Department

Oct 2023 - Dec 2023

- Conducted market research to support optimization of digital payment systems.
- Provided financial insights to enhance secure and efficient transaction processing.
- Collaborated with cross-functional teams to implement improvements in digital infrastructure.

Self-employed
Freelance Data Analyst and Content Writer

- Conducted in-depth market research and created analytical reports tailored to diverse client needs.
- Designed and maintained interactive dashboards using Power BI to provide actionable insights.

Netball Umpire & Player

- Developed facilitation, leadership, and community-building skills through team and event coordination.

🎓 Education

Jomo Kenyatta University of Agriculture and Technology (JKUAT)
Bachelor of Business Information Technology (BBIT), CGPA: Second-Class Upper Honours
Sep 2021 - Nov 2024

Key Project: • Developed an Online Student Clearance System, automating scheduling and approvals to improve efficiency.

Core Competencies

- Dashboard Design & Reporting
- Virtual Event & Session Coordination (Zoom, Google Calendar)
- Data Collection, Survey Design & Feedback Analysis
- Strong Verbal and Written Communication
- Digital & Web Analytics
- Data audits and gap identification
- GDPR and Data Protection Compliance
- Community Engagement & Coaching Support
- Analytical problem-solving
- Effective teamwork and adaptability
- Attention to detail and time management

📊 Skills

| Data Analytics: Power BI | Excel | Financial Modeling: Budgeting | market research |

| strategic planning | SQL (Basic), Python(intermediate) | Network Management |

| Computer Hardware Basics | Metrics tracking and KPI monitoring |

✸ Certifications

- Master Power BI – Alison
- Power BI – Great Learning Academy
- Introduction to Data Science – Cisco Academy
- Data Analytics – Cisco Academy
- Computer Hardware Basics – Cisco Academy
- Digital Marketing– HubSpot Academy
- PrivacyOps -Securiti Education
- AWS Certified Cloud Practitioner – Udemy
- Diploma In GDPR and Data Protection- Alison
- Excel for Data Analysis- Datacamp
- Data Visualization -Datacamp