

# DESSI GEORGIEVA

## DATA ANALYST



### EDUCATION

- 2016 • **BCS The Chartered Institute for IT**  
Business Analyst Qualification 📍 London, UK
- 2011 • **University of York**  
MA Human Rights 📍 York, UK
- 2007 • **Sofia University**  
BA Philosophy 📍 Sofia, Bulgaria



### FREELANCE EXPERIENCE

- January 2020 – April 2020 • **Data Consultant**  
Founders Forum 📍 London, UK
  - project: Database migration
  - tasks: user requirements gathering; data extraction, transformation and load; Chat Bot user manual
  - tools: SQL, Salesforce, Pardot, IBM Watson, R
- October 2019 – November 2019 • **Data Analyst**  
Toaster - Google client 📍 London, UK
  - project: product marketing analysis - Google Pixel 3a
  - tasks: data scraping; sentiment analysis; text mining
  - tools: R
  - project: You Tube`s Marketing - Performance Analysis
  - tasks: requirements gathering; data sourcing, analysis and visualisation; A/B test design
  - tools: SQL, R, Google Big Query, Google Data Studio
- November 2018 – December 2018 • **SQL Developer**  
Wunderman - BT client 📍 London, UK
  - project: Data management for BT direct mailing
  - tasks: data manipulation - cleansing, enrichment, segmentation and quality assurance
- November 2018 – December 2018 • **Data Consultant**  
BCW (Burson Cohn & Wolfe) 📍 London, UK
  - project: Development of budget calculator prototype for social media add spent (CPM, CPV, CPC )
  - tools: R Shiny App, Excel

### CONTACT INFO

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🐙 [github.com/DG-creative-lab](https://github.com/DG-creative-lab) (I am currently pushing projects here)  
☎ 07756047757  
🌐 [linkedin.com/dessi-georgieva](https://linkedin.com/dessi-georgieva)

### PROFILE

I have been working predominantly within the tech industry taking up on variety of projects ranging from data analysis and exploration to business intelligence and data strategy. Currently my curiosity is entirely overwhelmed by Machine Learning, AI and the possibilities of Super Intelligence – are we all living in a simulation 🤖

My personal “Why” and action trigger in three words is curiosity, change and evolution. How things work. How to make them better. How to create something new.

*This resume was made with the R package [pagedown](#) (html\_resume template written by Yihui Xie and Romain Lesur)*

*Last updated on 2020-07-06.*

July 2018 – October 2018	<b>Data Specialist</b> Reed Business Information <ul style="list-style-type: none"> <li>• project: development of data strategy;</li> <li>• tasks: requirements gathering; data sourcing, transformation and integration; data flow automation</li> <li>• Tools: SQL, Salesforce, Adobe Analytics, Alteryx</li> </ul>	📍 London, UK
June 2018 – August 2018	<b>Data Consultant</b> Founders Factory <ul style="list-style-type: none"> <li>• project: web scraping and marketing data preparation</li> <li>• tasks: built of API and HTML web scrapers; data cleansing and normalisation</li> <li>• tools: R, SQL</li> </ul>	📍 London, UK
September 2017 – January 2018	<b>CRM Business Data Consultant</b> Oracle Data Cloud <ul style="list-style-type: none"> <li>• project: Development of marketing data strategy</li> <li>• tasks: Business case for data integration, data enrichment and quality; build of reporting structures for marketing and sales intelligence</li> <li>• Tools: SQL, Salesforce, Pardot, Altryx</li> </ul>	📍 London, UK
March 2017 – September 2017	<b>Customer Data Analyst</b> The Drum <ul style="list-style-type: none"> <li>• project: Development of marketing and sales data strategy</li> <li>• tasks: design, execution and analysis of CRM marketing campaigns; subscribers and Clients profiling, segmentation and KPI reporting</li> <li>• Tools: SQL, Salesforce, Pardot</li> </ul>	📍 London, UK



## OTHER PROJECTS

March 2016 – March 2017	<b>Marketing Data Officer</b> Royal National Institute of Blind People <ul style="list-style-type: none"> <li>• Marketing campaign data analysis and segmentation</li> </ul>	📍 London, UK
March 2015 – December 2015	<b>Data Consultant</b> Richard House Children`s Hospice <ul style="list-style-type: none"> <li>• Data Management</li> </ul>	📍 London, UK
February 2014 – October 2015	<b>Fundraising and Database Executive</b> Peace Direct <ul style="list-style-type: none"> <li>• Organisation`s data management</li> </ul>	📍 London, UK
November 2012 – April 2015	<b>Project Manager</b> Borneo Orangutan Survival Foundation <ul style="list-style-type: none"> <li>• Management of corporate fundraising projects</li> </ul>	📍 London, UK