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: YouTube`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

Desember 2018 – April 2019

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 prototype budget calculator for social media ad spent (CPM, CPV, CPC)
- tools: R Shiny App, Excel

CONTACT INFO

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🐙 github.com/DG-creative-lab

(*I am currently pushing projects here*)

📞 07756047757

🔗 linkedin.com/dessi-georgieva

Ⓜ medium.com/@dessi.georgieva8

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.

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.

Data Specialist
July 2018 – October 2018

Reed Business Information   📍 London, UK
- project: development of data strategy:
- tasks: requirements gathering; data sourcing, transformation and integration; data flow automation
- Tools: SQL, Salesforce, Adobe Analytics, Alteryx

Data Consultant
June 2018 – August 2018

Founders Factory   📍 London, UK
- project: web scraping and marketing data preparation
- tasks:built of API and HTML web scrapers; data cleansing and normalisation
- tools: R, SQL

CRM Business Data Consultant
October 2017 – December 2018

Oracle Data Cloud   📍 London, UK
- project: Development of marketing data strategy
- tasks: Business case for data integration, data enrichment and quality; build of reporting structures for marketing and sales intelligence
- Tools: SQL, Salesforce, Pardot, Altryx

Customer Data Analyst
March 2017 – September 2017

The Drum   📍 London, UK
- project: Development of marketing and sales data strategy
- tasks: design, execution and analysis of CRM marketing campaigns; subscribers and Clients profiling, segmentation and KPI reporting
- Tools: SQL, Salesforce, Pardot

💼 OTHER PROJECTS

Marketing Data Officer
July 2016 – March 2017

Royal National Institute of Blind People   📍 London, UK
- Marketing campaign data analysis and segmentation

Data Consultant
June 2015 – December 2015

Richard House Children`s Hospice   📍 London, UK
- Data Management

Fundraising and Database Executive
February 2014 – October 2015

Peace Direct   📍 London, UK
- Organisation`s data management

Project Manager
November 2012 – April 2015

Borneo Orangutan Survival Foundation   📍 London, UK
- Management of corporate fundraising projects