

Dave R. Lashley

Data Analyst | Digital Content Strategist

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PROFESSIONAL SUMMARY

Data Analyst & Digital Content Strategist leveraging data-driven insights to optimize engagement, audience growth, and digital experiences. Google Data Analytics Certified with expertise in SQL, R, and Tableau. Skilled in blending analytics with content strategy to enhance performance, increase retention, and drive measurable impact.

SKILLS

- **Data Analysis & Visualization:** Excel (Pivot Tables, VLOOKUP), Google Sheets, Tableau, SQL, R Programming
- **Data Cleaning & Transformation:** BigQuery, Structured Thinking, Data Ethics
- **Communication & Presentation:** Presenting Insights, Stakeholder Collaboration, Report Writing
- **Project Management & Remote Work Tools:** Jira, Confluence, Slack, Zoom

EXPERIENCE

DIGITAL CONTENT STRATEGIST

2018 - 2025 | Scopely

- Conducted Social Media SEO and keyword optimization for YouTube and Instagram, improving content discoverability and driving audience growth.
- Analyzed content performance to identify trends and optimize engagement strategies.
- Developed and tested hypotheses to enhance visibility and retention across multiple digital platforms.
- Collaborated with cross-functional teams to implement data-driven strategies for growth.
- Led a viral engagement campaign, resulting in a 3,000-subscriber spike overnight.

ASSOCIATE GAME DESIGNER 2

2022 - 2022 | Wimo Games

- Managed large datasets related to in-game inventory, ensuring balance and optimization.
- Analyzed user behavior patterns and game interactions, providing insights for improved player engagement.
- Collaborated with a 20-member team, utilizing data insights to enhance gameplay experiences.

GAME BALANCE ANALYST

2020 - 2022 | Topgolf Media

- Analyzed game performance data to optimize user engagement across 10 international markets.
- Interpreted KPIs and collaborated with global teams to drive user experience improvements.
- Implemented data-driven solutions in partnership with cross-functional stakeholders to support business growth.
- Managed data entry, reporting, localization workflows, and QA documentation for cross-regional launches.
- Verified, cleaned, and structured large datasets to support accurate performance tracking and analysis.

CERTIFICATIONS

- Google Data Analytics Professional Certificate (*SQL, R, Data Validation, Reporting*)
- Prompt Engineering for ChatGPT (*AI-driven automation & data interpretation techniques*)

EDUCATION

B.A. SEQUENTIAL ART

Savannah College of Art and Design , Savannah, GA

A.A. FINE ART

Barbados Community College , Barbados