

# Adedamola Adesina Adeagbo

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🌐 Adedamola A. Adeagbo    🔗 Portfolio

## PROFILE

Experienced Data Analyst and Brand Strategist with 3 years of experience. Increased marketing ROI by 20% and brand awareness by 200% in 1 year. Developed automated report system, improving efficiency by 20% in 2 years. Enhanced strategy effectiveness by 25% in 14 months.

## SKILLS

- |                                    |                                       |                         |   |
|------------------------------------|---------------------------------------|-------------------------|---|
| • Tableau & Power BI Visualization | • SQL (MSSQL, MySQL)                  | • Data Modelling        | • Microsoft Suite (Word, Excel, Powerpoint & Outlook) |
| • Data Analysis & Interpretation   | • Technical Presentation              | • Statistical Knowledge |   |
| • Cross-functional Collaboration   | • Critical Thinking & Problem Solving | • Domain Knowledge      | • Dashboard Design & Development                      |

## PROFESSIONAL EXPERIENCE

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|----------------------------|---|
| April 2022 – present       | <b>Business Intelligence Analyst (Marketing)</b><br>49thStreet Media <ul style="list-style-type: none"><li>Increased sales team efficiency by 20% through the development of an automated report generation system, streamlining sales reporting processes.</li><li>Enhanced data accessibility and decision-making efficiency by 15% with intuitive Tableau &amp; Power BI dashboards, leading to improved data-driven decision-making processes.</li><li>Contributed to a 20% increase in marketing ROI by conducting extensive primary and secondary research on digital marketing strategies, ads marketing, and brand promotions, leading to improved marketing effectiveness.</li><li>Prepared detailed reports and presentations for stakeholders, contributing to strategic decision-making.</li><li>Conducted data audits, validation and cleaning to maintain a high data accuracy and integrity.</li></ul> |
| March 2023 – February 2024 | <b>Data Analyst (Sales &amp; Marketing)</b><br>Insurance Supermarket Inc <ul style="list-style-type: none"><li>Collaborated with marketing and sales teams for a targeted ad campaign, translating their business goals into specific data requirements. Analysed customer demographics and purchasing trends, which shaped the campaign strategy and resulted in a 20% increase in lead generation.</li><li>Enhanced Sales team's forecasting accuracy by 6% through advanced analytical techniques.</li><li>Implemented a new data quality checking process that improved data accuracy by 10%, reducing errors in reporting and improving the quality of insights provided to stakeholders.</li></ul>  |

- Developed and maintained Tableau dashboards to display key business metrics, improving the efficiency of decision-making processes by 30%.
- Conducted training sessions for team members on the use of Tableau, improving team productivity and data visualization skills.

January 2022 –  
February 2023

### **Brand Strategist & Social Media Analyst**

Draft.co

- Achieved a 15% increase in content across social media platforms, resulting in expected growth and improved brand visibility.
- Identified and capitalized on 15% more opportunities through ongoing competitor analysis, leading to enhanced market position and strategic advantage.
- Enhanced strategy effectiveness by 25% through data-driven adjustments, utilizing Twitter and Instagram analytics tools, resulting in improved brand performance and engagement.
- Successfully generated a 200% increase in brand awareness over the span of one year.
- In-charge of creating dashboards and concise reports to effectively convey research findings to clients and internal stakeholders.

May 2021 – July 2022

### **Automotive Service Advisor & Engineer**

Elizade-Toyota Nigeria Limited

- Monitoring a team of 5 auto technicians daily to ensure proper synergy between the customers and the technicians.
- Creating branding designs, employing online ads strategy and new a marketing approach which led to a 10% increase in sales of Toyota cars.
- In-charge of managing service routines of 15 cars and ensuring delivery at the expected time leading to a 15% reduction of service time.
- Handled a variety of administrative duties including scheduling of service appointments, cataloguing & handling customer's complaints and concerns, invoicing of receipts, and recording all service details for various customers.

## **PROJECTS**

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May 2024

### **Data Cleaning and Exploratory Analysis of a Global Electronics Retailer**

- Using **MySQL** to implement and Extract, Transform and Load (ETL) Process to pull data from the different platforms and consolidate it into a single database.
- Performed data cleaning using **MySQL** to improve data quality and exploratory analysis to generate data-driven insights.
- Created a dashboard on **Power BI** for data visualization and validation of generated results from SQL queries to present to stakeholders.

April 2024

### **Sales & Marketing Data for Pharmaceutical Company**

Virtual Client's Project

- Utilized MySQL to extract data from 6 different related tables from customer sales databases using JOIN and VIEW.
- Transformed and filtered data by using aggregating and filtering function to improve reporting process.
- Performed data cleaning and data manipulation using power query on Excel to ensure data validity.
- Created a dashboard on Tableau for data visualization and to present actionable insights from the data.

March 2024

### Customer Churn Rate Analysis

#### Personal Project

- Transformed and processed client's data by using Power Query and Excel to ensure data completeness and validity.
- Created a dashboard with Tableau to help client compare between the churn rate, customer retention rate and customers who joined.
- Provided technical insights on how the client can fully utilize their data to determine where stronger marketing actions are required.
- Consulted with client to determine the best metrics to be displayed on final product.

January 2024

### Market Analysis & Insights on US Coffee Market

#### Personal Project

- Transformed and filtered data by using aggregating and filtering function to improve reporting process
- Established a foundation for a data-driven decision-making approach, leading to more effective strategies and stronger business outcomes.
- Created interactive dashboards in Tableau to visually represent the data and make the findings more comprehensible.

## EDUCATION

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March 2014 – June 2019

### B.Sc. Mechanical Engineering

Obafemi Awolowo University, Ile-Ife, Osun, Nigeria.

## CERTIFICATES

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- Microsoft Power BI Developer (2024)
- Tableau Certified Developer (2023)
- Certified Data Analyst - IBM (2022)
- SEO Fundamentals - Google (2022)

## FURTHER EDUCATION (COURSES)

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May 2024

### SQL for Data Science

University of California

November 2023

### Python for Data Science, AI & Development

IBM

June 2021

### Marketing Analytics

University of Virginia

October 2020

### Brand Management: Aligning Business, Brand and Behaviour

University of London

May 2020

### Google SEO Fundamentals

University of California, Davis

April 2020

### Project Manager

International Project Management Association