

OLIVIA IMINZA HAMISI

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[LinkedIn](#)

PERSONAL DETAILS

- Citizenship: Kenyan
- Languages: English and Swahili

PERSONAL PROFILE

- Self-motivated and dynamic individual who can provide technical visionary leadership, be adaptable and flexible and able to adjust to new situations and environments
- Effective oral and written communication skills, with a logical and pragmatic approach to tasks
- Ability to communicate with people at all levels, including the ability to communicate complex technical information to non-technical users
- Strong problem-solving, critical thinking, and analytical skills
- Able to work effectively in a culturally diverse environment
- Experienced data analyst and digital marketer with a strong background in AI productivity tools and generative AI skills.
- Proven expertise in data analysis, business intelligence, and full stack development.
- Highly skilled in leveraging AI to improve productivity and create innovative solutions.
- Adept at workflow optimization, time management, and automation in business processes.

CORE COMPETENCIES/SKILLS

Data Analysis

- Data Cleaning
- Data Interpretation
- Reporting and Visualization
- Advanced Excel Functions
- Statistical Analysis using Excel
- SQL Query Writing
- Data Modeling
- Data Preprocessing with Python
- Data Wrangling with R

AI and Machine Learning

- Prompt Engineering
- Generative AI Applications
- Conversational AI Development
- AI-Enhanced Data Insights
- Workflow Optimization
- AI-Assisted Presentation Design
- Ethical Considerations in AI
- AI in Media Production

Business Intelligence

- Predictive Modeling
- Statistical Analysis
- Data Pattern Recognition
- Interactive Dashboards
- KPI Tracking

Digital Marketing

- Web Development Best Practices
- SEO Techniques
- Digital Marketing Strategies
- Content Strategy
- Social Media Marketing
- Google Ads
- Email Marketing
- Customer Relationship Management (CRM)

Programming Languages

- Python
- R
- HTML
- CSS

Productivity and Soft Skills

- Time Management
- Automation in Business Processes
- Team Collaboration
- Effective Communication
- Problem-Solving Skills
- Project Management

Additional Skills

- User Experience Design
- Sustainable Digital Practices
- Professional Networking

TECHNICAL PROFICIENCIES

- **Platforms:** LinkedIn Learning, Coursera, Digital Marketing Skill Institute, freeCodeCamp, Udemy
- **Software:** Microsoft Excel, Microsoft Power BI, Tableau, Microsoft PowerPoint, Microsoft Copilot, Wix Website Builder
- **Web Technologies:** HTML, CSS, Wix
- **Computer Programming:** Python, R, SQL
- **Databases:** SQL Databases

Other Technical Skills

- **Data Analysis:** Cleaning, interpretation, reporting
- **Data Visualization:** Power BI, Tableau, Excel
- **Statistical Analysis:** Excel
- **Data Modeling:** Python, R
- **Data Wrangling:** R
- **Natural Language Processing (NLP)**
- **Predictive Analytics:** Data mining
- **Generative AI:** Prompt engineering
- **AI for Business:** AI productivity tools
- **SEO:** Search engine optimization
- **Digital Marketing:** Content marketing, social media marketing, Google Ads, email marketing, CRM tools

WORK EXPERIENCE/EMPLOYMENT HISTORY/PROFESSIONAL EXPERIENCE

Upwork Freelance

April 2024- Current

- **Data Analysis and Visualization:** Conducted data cleaning, interpretation, and visualization using Power BI, Tableau, and Excel for various clients, helping them make data-driven decisions.
- **Statistical Analysis:** Performed statistical analysis for business insights using Excel.
- **Predictive Analytics:** Implemented predictive analytics and data mining techniques to forecast trends and improve business strategies.
- **Generative AI and NLP:** Developed and fine-tuned AI models for business applications, including generative AI and natural language processing tasks.
- **AI for Business:** Leveraged AI tools to enhance productivity and streamline business processes.

- **Prompt Engineering:** Designed and optimized prompts for AI models to improve performance and output quality.
- **Digital Marketing and SEO:** Provided digital marketing services including SEO, content marketing, social media marketing, and Google Ads management.
- **Web Development:** Developed and optimized websites using HTML, CSS, and Wix, enhancing online presence for clients.
- **Data Wrangling and Modeling:** Utilized Python and R for data wrangling, modeling, and visualization tasks.
- **SQL Database Management:** Managed and queried SQL databases for effective data reporting and analysis.

EDUCATION

- **BSc Informatics**
IMC University of Applied Sciences, Krems Donau, Austria
2024 – 2027
- **Kenya Certificate of Secondary Education.**
Alliance Girls' High School, Kikuyu, Kenya
January, 2020 – November, 2023

PROFESSIONAL CERTIFICATIONS

- **AI Productivity Hacks to Reimagine Your Workday and Career**
LinkedIn, Issued Jun 2024
Skills: Artificial Intelligence for Business, Productivity Improvement
- **Become a Data Analyst**
LinkedIn, Issued Jun 2024
Skills: Data Analytics
- **Build Your Generative AI Productivity Skills with Microsoft and LinkedIn**
Microsoft, Issued Jun 2024
Skills: Prompt Engineering
- **Copilot in PowerPoint: From Prompt to Presentation**
LinkedIn, Issued Jun 2024
Skills: Microsoft Copilot, Microsoft PowerPoint
- **Excel with Copilot: AI-Driven Data Analysis**
LinkedIn, Issued Jun 2024
Skills: Microsoft Copilot, Microsoft Excel, Data Analysis, Artificial Intelligence for Business

- **Generative AI Skills for Creative Content: Opportunities, Issues, and Ethics**
LinkedIn, Issued Jun 2024
Skills: Artificial Intelligence for Design, Generative AI Tools, Media Ethics
- **Introduction to Prompt Engineering for Generative AI**
LinkedIn, Issued Jun 2024
Skills: Natural Language Processing (NLP), Generative AI
- **Power BI Essential Training**
LinkedIn, Issued Jun 2024
Skills: Business Intelligence (BI), Data Analysis, Microsoft Power BI
- **Predictive Analytics Essential Training: Data Mining**
LinkedIn, Issued Jun 2024
Skills: Data Mining, Predictive Analytics
- **Tableau Essential Training**
LinkedIn, Issued Jun 2024
Skills: Tableau
- **Data Literacy: Exploring and Describing Data**
LinkedIn, Issued Apr 2024
Skills: Data Modeling, Data Science
- **Excel Statistics Essential Training: 1**
LinkedIn, Issued Apr 2024
Skills: Statistics
- **International English Language Testing System (IELTS)**
IDP Education Ltd, Issued Apr 2024 (Expires Apr 2026)
Skills: English
- **Learning Excel: Data Analysis**
LinkedIn, Issued Apr 2024
- **R Essential Training: Wrangling and Visualizing Data**
LinkedIn, Issued Apr 2024
Skills: R (Programming Language), Data Wrangling
- **SQL: Data Reporting and Analysis**
LinkedIn, Issued Apr 2024
Skills: SQL, Data Analysis
- **Data Cleaning in Python Essential Training**
LinkedIn, Issued Mar 2024
Skills: Data Modeling, Python (Programming Language)
- **Learning Data Analytics Part 2: Extending and Applying Core Knowledge**
LinkedIn, Issued Mar 2024
Skills: Microsoft Excel, Data Visualization, Data Analysis, Microsoft Power BI
- **Learning Data Analytics: 1 Foundations**
LinkedIn, Issued Mar 2024
Skills: Data Analysis
- **Learning Data Visualization**
LinkedIn, Issued Mar 2024
Skills: Data Visualization, Data Analysis

- **The Non-Technical Skills of Effective Data Scientists**
LinkedIn, Issued Mar 2024
Skills: Coaching, Data Science, Negotiation, Soft Skills
- **Using LinkedIn for Career Search**
Coursera, Issued Mar 2024
- **Website Development and Search Engine Optimization**
Digital Marketing Skill Institute, Issued Mar 2024
Skills: Windows Live, Project Planning, Content Marketing, Digital Marketing, Analytical Skills, YouTube, WordPress, Google Ads, Email Marketing Software, Email Marketing, Customer Service, Social Media, Online Marketing, Search Engine Optimization (SEO), Customer Relationship Management (CRM)
- **Full Stack Development**
freeCodeCamp
Skills: Web Development, HTML, SQL, Cascading Style Sheets (CSS), Python (Programming Language)
- **INCO Green Digital Skills Certificate**
INCO
- **Wix Website Development**
Udemy
Skills: Wix Website Builder

REFERENCES

Available upon request.