

# Kemi Elizabeth Ojogbede

Email: kemi.e.ojogbede@gmail.com

Former journalist with high proficiency in web scraping, front end engineering and data science.

## EDUCATION

### MASTER OF SCIENCE, DATA SCIENCE

Birkbeck University of London | 2019 - 2021

### MASTER OF ARTS, CONTEMPORARY LITERATURE AND CULTURAL THEORY

Birkbeck University of London | 2014 - 2016

### BACHELOR OF ARTS, ENGLISH WITH CREATIVE WRITING

University of Nottingham | 2011 - 2014

## SKILLS

- Python
- SQL & R
- Javascript, HTML & CSS
- Google Sheets
- Figma & Adobe Photoshop
- NLP & Web scraping
- Data visualisation & Tableau
- Copywriting and subediting

## EMPLOYMENT HISTORY

### CONTENT MARKETING AND DATA MANAGER

Finder UK | Nov 2020 - Current

- Created Javascript code that automatically adds a source to any copied HTML text from our website, significantly increasing amount of links back to research pages.
- Use HTML, CSS and Javascript to build interactive elements to improve user experience.
- Manage team of designers, writers and analysts who create assets and conduct research.
- Use BeautifulSoup and Selenium to scrape websites for data that enhances website content.
- Conduct surveys on national sample groups and analyse quantitative & qualitative responses.
- Hold masterclasses to train other teams in data analysis and visualisation building.
- Work with wider engineering team to automate internal processes using machine learning.
- Write, edit and design pages of statistical research to be outreached by PR teams.
- Collaborate with global teams to implement technical processes and knowledge share.

### EMAIL SPECIALIST

Mumsnet | Sep 2019 - Nov 2020

- Built new HTML email template that mirrored most clicked areas on site, resulting in higher engagement after a two-month period of AB testing.
- Used Python to conduct audience segmentation and create targeted email campaigns.
- Analysed user buying habits during Black Friday sales, then included these in affiliate marketing emails. This data-led approach resulted in a 68% growth in email revenue, with 54% of overall Black Friday revenue coming from emails alone.

### COMMERCIAL CONTENT CREATOR

Mumsnet | Oct 2018 - Sep 2019

- Used Python to conduct topic analysis within forums to understand users buying habits throughout the year. This data was used to pitch commercial campaigns to clients.
- Managed promotional activity and content production schedules for clients.
- Liaised with clients to come up with creative solutions for branded content.

### JOURNALIST

- The Mirror Online | April 2018 - Oct 2018
- The Hook | March 2017 - April 2018
- The Week UK | Aug 2016 - March 2017 (internship)
- Grazia UK | May 2016 - Aug 2016 (internship)