Lasha Gochiashvili

DATA ANALYTICS ENGINEER

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- **Data Analytics Engineer in Digital Marketing & Web. Masters in Data Science**
- **6 years' experience in Data Analytics, Digital Marketing, CRM & Data-Driven Project Management**
- **Looking for opportunities in Data Analytics**

SKILLS

- Qlik Sense
- Oracle Eloqua
- Oracle BIEE
- SQL
- R, Shiny App

- Python, Pandas, NumPy
- Flask, Selenium
- Oracle Infinity IQ
- A/B Maxymiser

- Google Analytics
- GTM
- Salesforce
- Tableau
- Google Data Studio

- Power BI
- MS Office (Excel, Access, Word, PowerPoint)

WORK HISTORY

Ingersoll Rand Barcelona, Spain

Data Analytics Manager   **Aug 2022 - Jan 2023**

- Deployed AI & A/B testing tools to increase lead gen across organization
- Executed 4 A/B testing campaigns on 9 different websites
- Delivered uplift avg 150%+

Senior Digital Marketing Analyst   **Mar 2021 - Jul 2022**

- Led metric-focused culture across marketing org with standard work & reports
- Hosted 100+ weekly marketing KPI global meetings represented by 15+ brand teams and trained 70+ marketing & sales users across org
- Led project to centralize marketing reporting across org in Qlik and connected Qlik with 6 different data sources
- Defined and Built reporting solutions for new tools & services and managed closed-loop reporting process
- Provided general marketing analytics support and Developed reports for 33+ KPIs
- Implemented ML to improve lead generation/conversion

Digital Marketing Analyst   **Apr 2019 - Mar 2021**

- Built and maintained marketing reporting for yearly 40 campaigns consisting of 100mln+ marketing funnel, NPS surveys, and reporting for 7 main and 23 secondary KPIs, 12 P&Ls, 300+ users from junior specialists to VP level, Global coverage
- Coordinated & built reporting in Qlik from scratch to CXO level reports
- Hosted weekly marketing update meetings attended by 12 P&L marketing leaders
- Provided training to regional hubs in reporting and coached new teammates

Gardner Denver Warsaw, Poland

Data Analyst   **Dec 2016 - Mar 2019**

- Grew prospects & customers database from 100k to 800k in less than 1 year via external and internal sources
- Coordinated first life-cycle campaign launch & installed-base database collection on 10k installed machines
- Supported in-house CRM roll out throughout the EMEA & APAC teams, 300+ sales reps

EDUCATION

MS in Data Analytics   **Expected Grad May 2024**

Touro University, Graduate School of Technology New York, NY

- 4.0 GPA; Selected courses: Database Design and Management, Statistics, Advanced Visualizations, Python & R

MS in Data Science and Analytics   **Jul 2021**

University of Warsaw Warsaw, Poland

- 3.2 GPA; Exchange semester at the University of Barcelona, Spain. Selected courses: ML using Python & R, Data Structures and Algorithms, Data Mining, Big Data Analytics, Advanced Statistics, Econometrics & Economics.

MS in International Marketing   **Nov 2016**

University of Lodz Lodz, Poland

- 3.4 GPA; Full study scholarship from European Commission; Won the best project/presentation twice in Advertising & Marketing Communications. Developed Google AdWords campaign for Lodz Film School

Bachelor of Business Administration   **Jul 2012**

Tbilisi State University Tbilisi, Georgia

- 3.7 GPA; With Hons; Scholarship from the government of Georgia for outstanding undergraduate students

PROJECTS

- **Web Scraping in Selenium, *Python*.** Created automated web scraper. Collected data to create chart with pollution levels in EU countries in 2020. Featured by Towards Data Science in Top Stories
- **Interactive Web Dashboard *in Shiny App, R*.** Created dashboard based on graduate survey data of Singapore to help young people choose right university/program in SG
- **Clustering with K-means, *R*.** Created clustering project for e-commerce customers to have a better segmentation for further marketing campaigns
- **Machine Learning Model, *R*.** Created ML predictions for bank customers' conversion to increase ROI

LANGUAGES

- English ⬜ Georgian ⬜ Spanish ⬜ Russian ⬜ Polish ⬜