LASHA GOCHIASHVILI

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SUMMARY

- Experienced in Data Analytics, Marketing Automation & Data-Driven Project Management. Interests: Machine Learning, Marketing Analytics, Econometrics & Tech Consulting. 4+ years' experience in a global company. 2-year highly qualified worker's visa in Spain. 3-year Polish visa.

SOFTWARE SKILLS

- **Proficient in**: R, Shiny App, SQL, Oracle OBIEE, Oracle Eloqua, Qlik, Excel
- **Worked in**: Python, Flask, Selenium, Tableau, Salesforce, Google Data Studio, Power BI, Google Analytics

EXPERIENCE

Ingersoll Rand – Sr. Digital Marketing Analyst   03.2021 - Present | Barcelona, ES
- Driving metric focused culture across marketing org with standard work & reports
- Leading project to centralize marketing reporting across org in Qlik; Defining & building reporting solutions for new tools & services; Owning closed loop reporting process; Providing general marketing support
- Implementing ML to improve lead generation/conversion

Ingersoll Rand – Digital Marketing Analyst   04.2019 - 2021.03 | Warsaw, PL
- Built and maintained marketing reporting for yearly 40 campaigns, 100mln+ marketing funnel, NPS surveys; 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 trainings to regional hubs in reporting; Coaching new teammates
- Main tools: Oracle Eloqua, OBIEE, Qlik, Salesforce, Excel, R

Gardner Denver – Data Analyst (merged with Ingersoll Rand)   12.2016 - 03.2019 | Warsaw, PL
- Grew prospects & customers database from 100k to 800k in <1 year via external and internal sources
- Coordinated first life-cycle campaign launch & installed-base database collection, 10k installed machines
- Supported in-house CRM roll out throughout the EMEA & APAC teams, 300+ sales reps

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 better segmentation for further marketing campaigns
- **Machine Learning Model, R.** Created ML predictions for bank customers' conversion to increase ROI

EDUCATION

University of Barcelona (exch. semester) – MA in Foundations of Data Science   2021 | Barcelona, ES
- Selected courses: Recommenders; NLP; Computer Vision; DS in Healthcare; Analysis of Complex Networks

University of Warsaw – MA in Data Science and Business Analytics   2019-2021 | Warsaw, PL
- 1st year – 4.1/5.0 GPA; Selected courses: Machine Learning using Python & R, Data Structures and Algorithms, Data Mining, Big Data Analytics, Advanced Statistics, Econometrics & Economics

University of Lodz – MA in International Marketing   2014-2016 | Lodz, PL
- 4.4/5.0 GPA; Full study scholarship from European Commission; Won twice the best project/presentation in Advertising & Marketing Communications. Developed Google AdWords campaign for Lodz Film School

Tbilisi State University – BBA   2008-2012 | Tbilisi, GE
- 3.7/4.0 GPA; With Hons; Scholarship from the government of Georgia for outstanding undergraduate students

LANGUAGES

- English ▭▭▭▭   Georgian ▭▭▭▭   Spanish ▭▭▭   Russian ▭▭▭   Polish ▭▭