

Lasha Gochiashvili

DATA ANALYTICS ENGINEER

l.gochiashvili@gmail.com ▪ (347) 977-1661



- 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 | • Python, Pandas, | • Google Analytics | • Power BI |
| • Oracle Eloqua | NumPy | • GTM | • Alteryx |
| • Oracle BIEE | • Flask, Selenium | • Salesforce | • MS Office (Excel, |
| • SQL | • Oracle Infinity IQ | • Tableau | Access, Word, |
| • R, Shiny App | • A/B Maxymiser | • Google Data Studio | 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 rollout 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.

- 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

- 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 ☐