

# 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                                    | • Python, Pandas,                                  | • Google Analytics        | • Power BI          |
| • Oracle Eloqua                                 | NumPy                                              | • GTM                     | • Alteryx           |
| • Oracle BIEE                                   | • <a href="#">Flask</a> , <a href="#">Selenium</a> | • BigQuery                | • MS Office (Excel, |
| • SQL                                           | • Oracle Infinity IQ                               | • Salesforce              | Access, Word,       |
| • <a href="#">R</a> , <a href="#">Shiny App</a> | • A/B Maxymiser                                    | • <a href="#">Tableau</a> | PowerPoint)         |

## WORK HISTORY

### Delaware Department of Technology and Information Remote, USA

#### Data Management Intern

Jan 2024 - present

- Explore large datasets, cleaning & preparing data for analysis
- Conduct exploratory data analysis to identify patterns, trends & outliers
- Participate in the creation of algorithms for predictive modeling and data classification
- Create intuitive dashboards and visualizations to aid in decision-making processes

### 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.

## ***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 