

LIESBETH GIJSEL

Customer Insights Analyst

CONTACT:

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EDUCATION:

B.S. in Logistics:
KHLIM Limburg
Belgium 2005

B.A. in Strategic Enterprise Management:
KH Kempen
Belgium 2006

CERTIFICATIONS:

Business Intelligence Analyst
UC San Diego extension

Lean Six Sigma Green Belt
SMI Institute

Responsive Web Design

TECHNICAL SKILLS:

- Excel (advanced)
- MS SQL (4+ years)
- Salesforce (4+ years)
- Tableau (2+ years)
- Visual Studio
- Html / CSS
- JavaScript
- Python

LANGUAGES:

Fluent:
English / Dutch / Spanish

Conversational:
French / German / Catalan

WORK EXPERIENCE

Lytix Inc. - Review Operations Analyst II
Dec '15 – Current (San Diego, CA)

Responsible for all tools, reports and processes in the review operations department. We support review of ~5 million video events per month.

REPORTING:

- Collaborate with stakeholders across the company to provide analytics solutions.
- Create self-service business reports and dashboards in Tableau and Salesforce.
- Consolidate disparate datasets into concise meaningful reports.

PROCESS IMPROVEMENT:

- Identify KPIs and implement reporting and processes around them.
- Manage end-to-end projects to deliver data driven solutions.
- Collaborate with cross-functional teams to identify process gaps, eliminate waste and improve workflows.

TOOLS / OTHER:

- Record, triage and track all defects and user stories for the department.
- Member of the Change Advisory Board and NPI (New Product Introduction).
- Lytx "Point Guard" department SME on review operations data and reporting.

Hiatus - World travel

Traveled through Europe, South America and USA. Volunteered with local community programs to teach Mathematics, and English.

Citibank - Fraud, Credit and Risk Specialist
Feb '09 – Nov '13 (Barcelona, Spain)

Credit and fraud risk report analysis. Identified suspicious activity using geographic and historical purchasing data.

- Preparation of Fraud Detection and Credit Risk activities performance reports.
- Training new agents and monitoring department SLAs.
- Elected "Voice Of Employee", SME of the department.

UTi Worldwide - Logistics Analyst
Nov '07 – May '08 (Antwerp, Belgium)

Administrator in a high-volume distribution facility.

- Verified shipment accuracy and reconciled any discrepancies.
- Ensured compliance with company customs safety and hazmat policies.

Maersk - Logistics Analyst
Dec '06 – Jul '07 (Barcelona, Spain)

Oversaw international transport within Europe.

- Coordinated logistic between clients, transportation, and storage.

Port of Barcelona
3-month internship (Barcelona, Spain)