

Natanael Mota

London

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Web And Product Analyst

Strategic, detail-oriented analyst with significant experience applying advanced analytics and research techniques to solve business problems.

Data scientist with repeated accomplishments building and using scalable analytical tools to drive transformational change and optimise outcomes. Proven track record of guiding and developing cross-functional teams to maximise performance, contractual, and financial deliverables; adept at teaching analytics frameworks to support decision making. Demonstrated experience with hypothesis-driven learning and turning data into actionable insights. Languages: Portuguese (native), Spanish (conversational), French (A1+).

*Strategic Planning • Team Building & Leadership • Technical Training • Process Improvement
Communication Skills • Report Generation • Econometrics Testing*

TECHNICAL PROFICIENCIES

Software & Tools Adobe Analytics (Workspace, AdHoc, SiteCatalyst), Microsoft Excel (VBA, Pivots, Vlookup), Microsoft Office, Adobe Photoshop, Google Tag Manager, Charles

Programming & Big Data Tableau, Python, Power BI, Facebook Graph API, Google Search Console, Big Query, Bayesian Data Characterisation, Matlab, SQL, VBA, R, Javascript

PROFESSIONAL EXPERIENCE

Web and Product Analyst (April 2019 - Present)

LendInvest, London

Technologies: Python, Jupyter Notebooks, Google Tag Manager, Google Analytics, MySQL, Tableau, Google Cloud Services, Amazon S3, Google Data Studio, Sklearn

Prepare organic, paid, and technical SEO research and recommendations, measuring complex events, quantifying impact and informing product strategy whilst reworking web analytics instrumentation for scale and data science on cost-effective budget. Train business members on bespoke measurement framework and audience intent. Studying Bayesian statistics and time series analysis methods to bring state-of-the-art decision support to website transformation and A/B testing.

Key Achievements:

- Inform dimension modelling for useful and relevant data warehousing (web sessions).
- Process, audit, and analyse SEO impact leading to two-page redesigns based on SEO research and keyword recommendations. Follow up with econometric analysis validating improvement.
- Prepare code to create data warehouse pipeline for web data and first pipeline for machine learning using Python. Create workshops with business leaders to identify strategic metrics.
- Produce reports from SEMrush using Python scripts, saving \$200 monthly in API licencing fees. Enhanced reporting using plotly and flask deployed as a docker image.
- Train employees on effective use of data analytics tools, understanding data and audience; i.e., how to use GA and tailor content to audience intent using SEO best practices.

Web Analyst (September 2018 - May 2019)

Octopus Labs, London

Technologies: T-SQL on Microsoft Azure, Introductory Talend, Google Tag Manager, Google Analytics

Fostered data relationship between marketers, product managers, and designers, overseeing analytics for all Octopus Group web properties. Transformed culture for marketing teams to focus

on measurement using detailed data studio reports and by making the design team more data aware as well. Advised on best practises for data needs for website redesign across Group.

Key Achievements:

- Created and implemented custom tracking of conversion events at Octopus, including creating five new custom dimensions including session id tracking. Done full website measurement audit.
- Created business-tailored and stakeholder-tailored reporting, implementing digital analytics framework and teaching Google Analytics to multiple teams.

Web Analyst (May 2017 - August 2018)

Mail Online, London

Technologies: SQL, Adobe Analytics (Workspace, AdHoc, SiteCatalyst), Microsoft Excel (VBA, Pivots, Vlookup), Power BI, Tableau, Python, Facebook Graph API, Google Search Console

Supported Head of Analytics with data management and analysis, fulfilling requests at global level requiring clear communication with colleagues at all seniority levels across UK, US and AU. Avid advocate of Avinash Kaushik's idea of actionable insight, maintaining team's knowledge base.

Key Achievements:

- Performed data mining of competitor videos and posts using Facebook graph API.
- Automated reports using VBA saving approximately one hour per day on average.
- Conducted deep dives and detailed traffic segmentation for marketing management.

Digital Content & Science Correspondent (July 2016 - February 2017)

KCW Today, London

Technologies: Google Analytics, Quantcast, Wordpress

Hired as science correspondent, gained responsibilities leading to technical management of kcwtoday.co.uk's CMS and UX; implemented Ads. Conducted traffic behaviour analysis using segmentation (Google Analytics) and demographics (Quantcast). Validated improvements key to editorial and marketing initiatives.

Key Achievements:

- Optimised and maintained kcwtoday.co.uk, monitoring audience and explaining traffic behaviour.
- Validated testing for website growth, implementing DoubleClick for Publishers tags, content, and planned website upgrade (CMS, hosting, responsive), negotiating proposals within budget.

Technical Studentship (2014 - 2015)

European Center for Nuclear Research (CERN), Geneva, Switzerland

Extended six-month internship to 13 months working on new lab hosting stress tests for electronics under harsh radiation. Directly involved in creating testing campaigns to replicate outer space and CERN tunnel conditions in controlled environment.

Key Achievements:

- Managed deployment and data analysis of radiation sensors systems (RadMON) at CHARM, commissioned from outset with custom equipment.
- Co-authored IEEE paper published August 2016, used in EuroMaster's dissertation (70 %).
- Created effective lab manual and lab commissioning experiment guide.
- Led measurement campaign involving careful time planning to maximise quality measurements while minimising radioactive damage on instruments as well as personnel for equipment change.

EDUCATION

Master of Science, Physics, 2015
University of Surrey, Surrey

Bachelor of Science, Physics, 2013
King's College London, London