Lehlogonolo Mabetoa

San Francisco, CA | (415) 505-8753 | nolomabetoa@gmail.com | http://www.linkedin.com/in/lehlogonolo-mabetoa https://www.kaggle.com/lehlogonolomabetoa

Professional Summary

Master's student in Business Analytics at Hult International Business School with a background in economics, data analytics, and marketing campaign management. Passionate about data-driven decision-making, machine learning, and business intelligence. Experienced in SQL, Python, R, Tableau, and data visualization, with hands-on expertise in data manipulation, forecasting, and predictive modeling. Work Authorization: Eligible for **OPT (Optional Practical Training)** under F-1 Visa

Education

Master of Science in Business Analytics   Aug 2025
Hult International Business School | San Francisco, California
- Relevant Courses: Data Management, Data Extraction, Python for Data Analysis, Business Statistics with Structured Data, Data Visualization | Computational Data Analysis & Machine Learning

Bachelor of Commerce in Economics and Econometrics   Oct 2022
University of Johannesburg| Johannesburg, South Africa
- Concentration in **Economics & Econometrics**, Minored in **Investment Management**

Associate's in advertising   Jun 2017
Red & Yellow Creative Business School| Johannesburg, South Africa
- Tenets of advertising, Traditional advertising, Digital advertising

Technical Skills & Certifications

Google Data Analytics Professional Certificate | **Linear Regression for Business Statistics** | **Project Management** | **Software Development Processes and Methodologies (Agile)** | **Data Science in Python** | **Data Manipulation with pandas** | **Supervised Learning with scikit-learn** | **SQL** | **R** | **Statistics in R** | **Tableau** | **PowerBI** | **Excel** | **AWS** | **Google Cloud**

Relevant Experience

English First | Yantai, China   April 2023 – September 2024

English Teacher. International English teacher, responsible for planning and delivering educational classes to 3–16-year-olds using traditional teaching and technology methods. Monthly reporting of student progress using proprietary software.

- Lesson Planning
- Contributed to increased enrollment for the 2023/24 enrolment benchmark
- Increased student enrollment retention month-on-month 90% retention across cohort

Hirt & Carter | Sandton, South Africa   Feb 2021 – Oct 2021

Junior Account Manager. Part of advertising account management team responsible for budget and billing

- Updated contact reports and WIP to meet deadlines, generated estimates, purchase orders and invoices
- Increased timely billing and invoicing and delivered successful advertising campaigns

Saatchi&Saatchi, Account Management Intern| Sandton, South Africa   June 2016 – Feb 2017

- Implemented data-driven insights to support digital marketing performance (i.e. CPL, CTR, ROAS)
- Developed Data Visualization and reports to support campaign strategies

Leo Burnett, junior Project Manager | Sandton, South Africa   Mar 2017 – June 2017

- Planned and Executed a 3-month project-based Through-the-Line (digital & Traditional) marketing campaign for South Africa's leading telecommunications provider