



AMPIIRE BRIDGET NOWELLAH

DIGITAL MARKETING
ASSISTANT

Address

WAKISO

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Phone

0776531930

Social Profiles

- nowellahwalker
- nowellahwalker
- nowellahwalker

Work Experience

Marketing Data Analysis

Personal project

Feb - July 2025

- Collected and analyzed marketing performance data using Python, Excel, and Power BI.
- Cleaned and transformed datasets with Python (Pandas, NumPy) to extract actionable insights.
- Identified trends in customer engagement, conversion rates, and campaign effectiveness.
- Created visual dashboards in Power BI to present key findings.
- Offered data-driven recommendations to improve marketing strategies.

Education

CERTIFICATE IN DATA ANALYSIS

WOMEN IN TECH UGANDA

Sept 2025

UACE

KIBINGO GIRLS SCHOOL

DEC 2019

Skills

- Digital marketing
- marketing data analysis
- communication and team work
- basic computer and advanced skills

Languages

- English - Fluent
- Luganda - Intermediate
- French - Beginner
- Swahili - Intermediate

Projects

• Marketing Data Analysis Project

Analyzed marketing campaign data using Python and Excel to uncover trends in customer engagement. Created visual reports with Power BI to help improve ad targeting strategies.

• Social Media Campaign Report

Collected and analyzed Instagram and Facebook campaign data to track performance. Presented findings with visual dashboards to inform future strategies.