PROFILE

Detail-oriented Statistical Analyst with a solid background in data science and digital marketing.

CONTACT

PHONE:
507-351-1434

EMAIL:
Hadja.diomande@mnsu.edu

CERTIFICATION

Business Analytics
SAS Programming
Google AdWords Certification
Bing Ads Accredited professional
Google Analytics Certification

SKILLS

Programming
JAVA   SQL
HTML   PYTHON
R
Software
TABLEAU   POWER BI
SQL SERVER   Excel

Cloud:
AWS
Business skills
- Forecasting and planning
- Business management
- Business systems analysis
- Forecasting and planning

LANGUAGES

FRENCH: Native Language
ENGLISH: Fluent

References:
michael.altomari@mnsu.edu
nathan.rodeback@mnsu.edu

HADJA DIOMANDE

Data Scientist

EDUCATION

Minnesota State University Mankato, MN
- BS Statistics, Actuarial Science emphasis - 3.73 GPA
- MS Data Science – May 2023
- Dean's list Fall and Spring 2019
- Have taken Google cloud professional machine learning courses
- Familiar with all machine learning algorithms such as regression, classification, neural networks, and others

WORK EXPERIENCE

Graduate Research Assistant 2021 – present
Supervisor: Altomari Michael
- Elaborate research methods to find effective Communication strategy at MNSU
- Create student surveys and work with focus groups for qualitative research
- Create a survey for different quantitative research, Models used: Text analytic and logistic regression
- Work with supervisor on the school website project

Digital marketing specialist, Fun.com 2020 – 2021
- Manage and grow PPC accounts such as Google AdWords, Bing Ads
- Develop daily predicted revenue to efficiently track daily issue
- Manage campaign budgets to attain company ROI goals across multiple platforms
- Perform keyword research, manage large keyword lists and optimize bids

IT Web-developper Minnesota State University, Mankato, 2019 - 2020
- Developing and designing websites
- Update/Add website content
- Fix errors caused by pages not being linked to left navigation menu
- Add/Remove/Replace documents and images on webpages
- Setup new webpages to existing website and add to the left navigation menu.

Minnesota State University, Mankato, Group Team Captain
  Professor: Hiebert Daniel
- Strong Leadership Skills
- Organized and Strong Time Management skills
- Effective & Good Communication Skills
- Flexibility to work under pressure
Projects:
- Created a Model to Predict online customers' intentions using LR
- Build a classification Model to detect fraud