AALIYAH ODUMOSU

Data Analyst

London, UK • aaodumosu18@gmail.com • linkedin.com/in/aaliyah-odumosu
Portfolio: https://aaliyahliyah18.github.io/

Dynamic data analyst with over 2 years experience in optimising data processes & enhancing database performance in the education sector. Skilled in data analysis and database administration, I have a proven track record providing insights to support strategic decision-making, with experience working with large datasets and transferable skills applicable across various industries. I am eager to apply my skills and contribute to impactful data solutions that support business growth.

SKILLS & TECHNOLOGIES

- Problem solving
- Attention to detail
- Collaboration & Teamwork
- Effective Communication
- Adaptability

- Excel (Highly Proficient- 3 years)
- SQL & Database Management (Proficient- 2 years)
- Tableau (Intermediate- 1 year)
- PowerBI (Proficient- 1 Year)
- Python (Proficient- 1 year)

PROFESSIONAL EXPERIENCE

Excelsis Training, London   **February** 2024 – **October** 2024
Apprentice Data Analyst

- Optimised data collection processes from multiple sources, increasing efficiency by 25%, ensuring GDPR-compliant data security protocols.

- Conducted in-depth data analysis, uncovering trends that influenced course effectiveness and enhanced stakeholder decision-making through engaging visualisations, while providing actionable insights for continuous improvement.

- Designed and implemented a centralised database that enhanced data reliability and accessibility by successfully migrating data from outdated systems, improving accuracy, consistency, and reducing redundancy.

Excelsis Training, London   **May** 2021 – **January** 2024
Digital Marketing Administrator and Exams Officer

- Enhanced website SEO, resulting in a measurable increase in organic traffic, and executed targeted social media campaigns that boosted engagement.

- Developed and distributed engaging monthly newsletters, leading to a rise in subscribers and improved retention. Improved customer satisfaction by managing website and social media enquiries

- Streamlined online enrolment processes, reducing onboarding time by 50% through efficient web form design and e-portfolio system management

- Oversaw examination processes, ensuring regulatory compliance and effective management of bookings and procedures. Installed and maintained examination software across the centre, ensuring it remained current and relevant.

CAP247 Recruitment Agency, London   **November** 2020 – **January** 2021
Administrative Assistant

- Coordinated interviews and administrative tasks, improving operational efficiency and consistently meeting client recruitment targets.
- Created marketing materials, enhancing brand visibility through effective graphic content.

EDUCATION

- **University of West London, London**   **February** 2024- **Present**
  BSc (Hons) Digital & Technology Solutions (Data Analyst)

- **Excelsis Training, London**   **July** 2021-**July** 2023
  Digital Marketer Level 3 Apprenticeship: Distinction
  CIM Level 3 Award in Digital Fundamentals
  BCS Level 3 Award in Principles of Coding
  BCS Level 3 Certificate in Marketing Principles

- **Eastbrook Sixth Form, Dagenham**   **September** 2018-**June** 2020
  BTEC Level 3 Extended Diploma in Business Studies