

# Tawin Siriawach

## Data Analyst / Business Analyst

Currently I work about Data Analyst/Business Analyst on Digital Content role, I have many skill in hard skill for example, data analytics, digital marketing(SEO and Paid media), Big data quering and soft skill such as communication, problem solving.



## WORK EXPERIENCE

### Data Analyst / Business Analyst TrueID

2016-present

- Analyze and give a key insight to business team (content and marketing) to make a decision under data-driven culture.
- Coordinate and cooperate with data tech team (data engineer/-data scientist/BI) to make support data-driven process provide with business team e.g. overview, customer journey, acquisition, retention, customer segmentation, competitors, ROI on any campaigns.
- Creating simple dashboard which access with analytics tool, almost I use it on Google Data Studio to visualize and monitor performance together with team.
- Query data by SQL to report deep dive e.g. recheck data between Google Analytics and data that ingest to data warehouse, deep dive by categories, each partner or by genre.
- Automation, I use google sheet likes database to action automately e.g. sending daily performance on e-mail or google sheet, send data to visualize on Data Studio, simple web scraping to easy to monitor ad-hoc task.
- Support marketing team to track impression and click by generated UTM on website or dynamic links on app.
- Work with team to help to optimize organic (SEO/social media) and paid media(facebook ads, SEM, Google Ads display).

### Data Analyst / Social media admin Truelife.com

2014-2016

- Analyze and give key insight to team.
- Support business team (content and marketing) to query data to reporting e.g. overview, customer journey, acquisition, retention, competitors, ROI on any campaigns or projects.
- Solve automation problem myself by simple dashboard or automate on google sheet.
- Support marketing team to track impression and click by generated UTM.
- Work with team to help to optimize organic (SEO/social media) and paid media(facebook ads, SEM, Google Ads display).
- Post and analyze on truelife fanpage, analyze on twitter.

### Creative / Video Editor / Graphic Design (Freelancer) Freelance, Cable TV, Truelife.com

2010-2014

- Writing script and control production on cable TV ads.
- Editing videos, for example cable TV ads, promote product, video content.
- Create online creatives e.g. banner ads, web design.

## SKILLS

### Analytics Tools

- Google Analytics
- Social Media

### Programing

- SQL
- Python

### Google Cloud Platform

- Big Quury
- Google Cloud Storage

### Visualization Tool

- Google Data Studio
- Tableau Public

### Excel / Google sheet

- Basically analysis tool
- automation

### Digital marketing

- UTM Tracking
- organic and paid traffic optimize

## EDUCATION

### Bachelor in Thai Language Kasetsart University

2009

## CERTIFICATES

### Data Science Part-time course True Digital Academy

2020

### Python Programing Part-time course True Digital Academy

2019

### Data Science Pathway Chulalongkorn University

2019

## OTHER SKILLS

### Video Editing

### Graphic Design

### Sound Editing

### Web Design

## CONTACT

📞 087-404-9717

✉️ tawinsiriwach@gmail.com