

# BEATRIZ REI AMORIM

*Data Analyst*

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## Profile

Bilingual professional holding a High Diploma in Data Analysis (NFQ Level 8) and Professional Diploma in Digital Marketing, seeking a position in a fast-paced and ambitious company. Experienced working in multicultural organizations, acquiring strong communication skills, training experience, and a high level of adaptability. Gained some experience working across different areas, such as Customer Support, Social Media, Trust and Safety, and data analysis. Willing to relocate, if required.

## Work Experience

### Data Analyst

Webbiz

09/2021 - Present

#### AREA OF RESPONSIBILITY ARE:

- Leveraging data and working with the Content team to understand tracking and acquisition performance across all acquisition channels.
- Identify and investigate trends, patterns, anomalies, spikes and other occurrences in data sets that will help drive intelligent planning and decisions.
- Collaborating with the wider team and business partners to build innovative reporting and insight solutions using existing and external tools. Identifying any gaps in coordination with the Marketing roadmap.
- Advise internal team with regards to patterns and relationships in the data. Working with the team to recommend campaign direction.
- Maintaining excellent communication with all channel leads and ensuring they are well-informed regarding key performance indicator trends.
- Work with cross-functional teams to build reports and interactive experiences for data delivery and easily understood presentation to clients.

### Search Operations Specialist

TikTok

03/2021 - 09/2021

#### AREA OF RESPONSIBILITY ARE:

- Completion of weekly and bi-monthly assessment of search quality in accordance with evaluation standard documents.
- Judging user search needs through query and tools and sorting out the classification of requirements.
- Inspect search types and rate the quality of the results.
- Provide ideal search results and feedback suggestions for policy improvement.
- The output evaluation report and data analysis.
- Search strategy optimization and product function planning.
- Be familiar with search engines and understand how they can be optimized.

### T&S Senior Policy Analyst

Accenture

08/2020 – 03/2021

#### AREA OF RESPONSIBILITY ARE:

- Supporting the team leads and provides cover when needed.
- Assisting the workforce management processes e.g., Rostering, break/holidays/attendance management.

- Helping to identify barriers and areas of improvement to secure the continued success of the service.
- Supporting new and existing team members by being a point of contact between them and the management.
- Interacting appropriately with the client by answering inquiries and acting as a point of contact to ensure effective handling of the client's requirements.
- Processing and reviewing materials that have been flagged for review of potentially sensitive content to ensure there are no possible violations of policies.
- Managing communication issues in the project cross teams among Quality, Training, Wellness, and Operations.

## T&S Policy Analyst

01/2019 – 08/2020

Accenture

### AREA OF RESPONSIBILITY ARE:

- Validating inquiries and performing a further investigation of sensitive information.
- Ensuring all social media content complies with published policies, procedures as well as legal and regulatory requirements.
- Ensured all social media content complies with all published policies, procedures, and any legal and regulatory requirements that the company is obliged to adhere to.
- Provided shadowing sessions to the client, with the aim to explain to them about our daily routine and the processes followed for the content review, promoting changes in guidelines to update policies and an internal knowledge center.
- Meeting weekly KPIs and daily targets according to the project requirements.
- Supported the Team Leader during their absence on motivating the team to achieve high standards, dealing with, and resolving problems and issues, organizing the seating plan, and conducting huddles and calibrations.

## Education

### Code Institute

Software Development (E-commerce Applications)

2021-Present

### Digital Marketing Institute - Ireland

Professional Diploma in Digital Marketing

2020 - 2020

### National College of Ireland

High Diploma in Science in Data Analysis

2019 - 2020

### Pontificia Universidade Catolica do Parana - Brazil

B.A. in Architecture and Urbanism

2010 - 2015

## Technologic skills

- |                    |                       |           |
|--------------------|-----------------------|-----------|
| • Microsoft Office | • SQL                 | • SPSS    |
| • AutoCAD          | • R Studio            | • Tableau |
| • Google Sketchup  | • HTML/CSS/JavaScript | • Figma   |

## Language skills

- |                       |                                 |                          |
|-----------------------|---------------------------------|--------------------------|
| • Portuguese (Native) | • English (working proficiency) | • Norwegian (Elementary) |
|-----------------------|---------------------------------|--------------------------|

## Volunteer Work

- Helped in a big event in my home city, sailing orchids, to raise money for an orphanage.
- Worked with other volunteers to collect clothes for families in need.

## Interests

- Avid book reader, both in Portuguese and English. Enjoy reading books about history and fiction.
- President of the student house Nippo - Brazilian in Curitiba for 2 years.
- Had a good performance in the International English Language exam.
- Currently learning Norwegian.