

Celine Ünal

📍 Minneapolis, MN

✉ me@celineunal.com

📞 651 600 6668

in /in/celineunal/

🔗 celineunal.com

🌐 celineunal

EXPERIENCE

Consultant

Dec 2020 – Oct 2022

Logic Information Systems

Bloomington, MN

Associate Consultant Program Lead at Logic Information Systems

May 2022 - Aug 2022

- Built and led a training program covering requirements gathering and documentation, workshop facilitation, as well as other skills required for a cohort of new hires. All participants found billable placements by the end of the program.

Business Analyst at Ralph Lauren Corporation

Oct 2021 - Dec 2021

- Conducted training on industry best practices in customer analytics to showcase the new CDP using **Tableau**, fostering adoption by the customer analytics team.

Business Analyst at Snipes USA

Jul 2021 - Oct 2021

- Gathered and documented business requirements for an enterprise-wide analytics infrastructure implementation through workshops with leaders across multiple domains.
- Conducted training on data governance and industry best-practices, designed ten enterprise-level dashboards in **Looker**.

Business Analyst at Torrid LLC

May 2021 - Jul 2021

- Gathered and documented business requirements through workshops for an extension to the EDW covering customer and supply chain data.

Business Analyst at Ralph Lauren Corporation

Feb 2021 - Apr 2021

- Gathered and documented business requirements through workshops for a Customer Data Platform implementation.
- Rationalized and updated a suite of customer analytics reports to follow best-practices and utilize the new CDP.

Business Intelligence Analyst at Express, Inc.

Jan 2021 - Feb 2021

- Led a team of developers to update fifteen enterprise-level reports in **MicroStrategy** to account for the impact of the pandemic, following an agile methodology.

Business Intelligence Analyst at Express, Inc.

Nov 2020 - Jan 2021

- Worked with the architect and end-users to ensure the EDW extension covering a new loyalty program fulfilled reporting and analytics requirements.
- Led a team of developers in **MicroStrategy** metadata and report development, following an agile methodology.

Associate Consultant

Oct 2019 – Dec 2020

Logic Information Systems

Bloomington, MN

Business Analyst at Accent Decor Inc.

Sep 2020 - Oct 2020

- Led the business-facing side of an enterprise level data-as-a-service implementation: Gathered and documented business requirements through workshops, established a data governance process, conducted training for the end users.

Business Analyst at Belk Inc.

Mar 2019 - Apr 2020

- Gathered and documented business requirements through workshops with leaders across all domains for an enterprise-wide analytics infrastructure implementation.
- Designed fifteen enterprise-level dashboards and authored an analytics best practices document that were adopted.

EDUCATION

Bachelor of Arts

Dec 2018

Macalester College

Saint Paul, MN

- Majors in **Applied Math & Statistics, Economics**; minor in Computer Science.

TECH SKILLS

R ● ● ● ● ● **SQL** ● ● ● ● ● **Python** ● ● ● ● ● **HTML / CSS** ● ● ● ● ●
Tableau ● ● ● ● ● **Looker** ● ● ● ● ● **MicroStrategy** ● ● ● ● ● **Excel** ● ● ● ● ●