

# Celine Ünal

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celineunal

## EXPERIENCE

### Consultant

Logic Information Systems

Dec 2020 – Oct 2022

Bloomington, MN

- Emerged as the business-facing SME on analytics modernization projects, enabling multiple concurrent implementations.

#### Business Analyst SME at Torrid LLC

Jun 2022 - Oct 2022

- Provided strategy and business analysis guidance to the project team for an update to the marketing analytics infrastructure. Scope included the delivery of a marketing dashboard targeting the C-suite.

#### Functional Lead / Business Analyst at Snipes USA

Jul 2021 - May 2022

- Gathered business requirements for an enterprise-wide analytics infrastructure implementation through workshops with business leaders, including multiple executives.
- Established a data governance process, conducted training on industry best-practices in analytics for the end users.
- Designed ten enterprise dashboards in Looker utilizing the new technology.

#### Functional Lead / Business Analyst at Ralph Lauren Corporation

Mar 2021 - Dec 2021

- Gathered business requirements through workshops with business leaders for a Customer Data Platform implementation.
- Made recommendations and conducted training on industry best practices in customer analytics to drive value out of the new CDP and its reporting layer implemented in Tableau.

#### Functional Lead / Business Analyst at Torrid LLC

May 2021 - Jul 2021

- Gathered business requirements through workshops with business leaders for an extension to the enterprise data warehouse covering customer and supply chain data.

#### Business Intelligence Engineer at Hot Topic, Inc.

Feb 2021 - May 2021

- Lead a team of MicroStrategy developers to update fifteen enterprise-level reports to replace last-year comparisons with alternatives following an agile methodology. The change was made to account for the atypical pandemic year.

#### Business Intelligence Engineer at Express, Inc.

Dec 2020 - Feb 2021

- Supported the Data Architect in the design of the extension to the enterprise data warehouse required to cover a new loyalty program implementation.
- Lead a team of MicroStrategy developers in metadata and report development following an agile methodology.

### Associate Consultant

Logic Information Systems

Dec 2019 – Dec 2020

Bloomington, MN

#### Functional Lead / Business Analyst at Accent Decor Inc.

Sep 2020 - Dec 2020

- Lead the functional side of a data-as-a-service implementation: Gathered business requirements through workshops, established a data governance process, conducted training for the end users.

#### Business Analyst at Belk Inc.

Mar 2019 - Mar 2020

- Lead the effort to standardize metric definitions across the enterprise, making recommendations grounded in quantitative best-practices when needed.
- Designed fifteen enterprise-level dashboards, assisted in the design of another twenty dashboards as a reviewer.
- Authored an analytics best practices document to aid future data governance.

## EDUCATION

### Bachelor of Arts

Macalester College

Dec 2018

Saint Paul, MN

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

## TECH SKILLS

R ●●●●● SQL ●●●●● Python ●●●●● HTML / CSS ●●●●●

Tableau ●●●●● Looker ●●●●● Excel ●●●●● PowerPoint ●●●●●