

Danielle David

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WORK EXPERIENCE

Independent Contractor

Data Manager

Remote

October 2023 - Present

- Built a custom database from scratch using Google Cloud and BigQuery, enabling efficient data storage and retrieval for mailing and marketing projects.
- Automated report generation using Python, removing human errors thus achieving 100% accuracy.
- Developed interactive dashboards in Google Cloud and Looker using BigQuery and Python (pandas), enabling seamless filtering of 1M+ U.S. Real Property and Board of Elections data, enabling clients to target certain geographical areas and other key data filters based on their needs.
- Reduced web data scraping time by 20% by implementing Python BeautifulSoup library to efficiently gather market data for clients.
- Led data cleaning across multiple datasets with BigQuery and Python, achieving a 30% reduction in errors and inconsistencies.
- Automated the creation and sending of invoices and receipts using Python, Zapier, and Customer.io leading to a 100% reduction in late or erroneous emails.

Bingo Plus

Data Specialist

BGC, Metro Manila

June 2022 – October 2023

- Spearheaded data management at the pioneer in the e-bingo sector in the Philippines, catering to a vast daily player base numbering in the hundreds of thousands per day.
- Automated data processes using PowerQuery, enhancing efficiency in report generations, significantly reducing processing time from 1 hour to 5 minutes.
- Proficiently utilized SQL, Microsoft Excel, PowerQuery, and PowerBI to create comprehensive daily, weekly, and monthly reports, handling over 500,000 rows of data per day. This involved data extraction, cleaning, and analysis.
- Contributed to strategies for enhancing first deposit rates, including initiatives such as expanding to new provinces, supported by marketing research and PowerBI visualizations.
- Managed diverse data types, including player first deposit counts, turnover, deposit amounts, Gross Gaming Revenue, and more.

EDUCATION

Ateneo de Manila University – Top 1 University in the Philippines

Bachelor of Science in Management, Major in Legal Management

Metro Manila

SKILLS

Data: Python, SQL, Microsoft Excel, Google Cloud Platform, BigQuery, PowerBI, Tableau, Looker, Sheets

Web: HTML, CSS, JavaScript, Figma, Webflow

Others: Asana, Trello, Linear, Zapier, Customer.io, Drata, Notion