



DANIËLLE KOTTER

WORK EXPERIENCE

Senior Data Engineer - PALLAS

Alkmaar, the Netherlands | May 2022 - Jan 2025

- Responsible for maintaining and developing PALLAS' semantic information model and common data environment (CDE) to enable systematic capture, extraction and importing of reliable data
- Mainly worked on API / ETL development, data governance, engineering, visualization and NLP
- Collaborated seamlessly with contractors, cross-functional disciplines and my own team to strategize, monitor progress, streamline workflows, and align objectives effectively
- Initiated the development of an LLM-enabled search engine for internal document management
- Responsible for backlog management using the SCRUM approach, and applying CI/CD workflows through the integration of Docker, Git, and Azure DevOps tools
- Joined PALLAS via the Breinstein traineeship, advancing to the role of Lead of a team of developers in August 2023

Junior Data Analyst - Queen's Park

Amsterdam, the Netherlands | Jan 2022 - May 2022

- Responsible for creating and deploying a player analytics dashboard as a web app, seamlessly integrated into the internal IT infrastructure
- Leveraged Plotly Dash, a Python-based reactive web application, for this purpose
- In particular gained experience with Flask, Python, CSS + bootstrap and data warehousing

Cluster Reservations Agent - YTL Hotels UK

London, United Kingdom | Nov 2019 - May 2020

- Assisting guest inquiries through direct correspondence for all YTL properties in the UK
- Keeping effective communication with each respective property's operations and management teams

Assistant Hotel Manager - Hotel con Corazón

Oaxaca, Mexico | Feb 2019 - July 2019

- Managerial Internship - Executing a research project and creating a content marketing plan for the hotel
- Optimising business processes (SOP's), managing various projects and organizing internal events



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Recruitment Consultant - NH hotels Benelux - Search & Co

Amsterdam, Netherlands | Nov 2017 - Nov 2018

- Review and selecting applicants for positions in all NH hotels in the Benelux

All-round intern - Sandals Grande St. Lucian Spa & Beach Resort

Saint Lucia, Caribbean Islands | Sep 2016 - Feb 2017

- Acquired experience across multiple departments, including Sales, Food & Beverage, and as an Assistant Bar Manager

PERSONAL DETAILS

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LANGUAGES

- Dutch - Native
- English - Fluent
- German - Beginner / Conversational
- Spanish - Beginner

EDUCATIONAL HISTORY

Post-Master's degree in Business Analytics & Data Science

Breinstein - VU Amsterdam | Nov 2021 - Nov 2023

- During a two-year traineeship, gained practical experiences working with clients on project-based assignments
- The curriculum included various subjects such as Statistical Analysis, Big Data & Machine Learning, Data Engineering, SCRUM training, Python, NLP, Leadership, and dashboarding

MSc in Management - Specialization in Business Analytics

UPF - Barcelona School of Management | Sep 2020 - Jul 2021

- GPA: 8.9/10
- Course selection: Marketing Analytics, Practical Data Science, Advanced Statistical Methods, Marketing Research, Operations Management, Strategic Management and Entrepreneurship, and more
- The thesis entailed creating a business plan for a sustainable specialty coffee company, incorporating a research component that included a clustering approach to buyer personas. Grade received: 8.5/10

BA in Hospitality Management

Hotelschool the Hague - Campus Amsterdam | Aug 2015 - Oct 2019

- GPA: 7.2/10
- Completed coursework encompassing subjects like Strategic Management, Marketing, Business Model Innovation, Revenue Management and Quality Management
- Developed a comprehensive content marketing plan and conducted a consumer segmentation research project for the thesis