

ELINA VIGAND

DATA ANALYST | MARKETING &
CUSTOMER ANALYTICS



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PROFILE

Data-driven marketing and customer analytics specialist. Proven track record of using data to improve customer experiences, streamline processes, and drive business results. Passionate about data quality, accuracy, and utilising data-driven insights for decision-making.

SKILLS

- Data Analysis
- Data Science
- Marketing
- Project Management
- Strong Communication

EDUCATION

DATA SCIENCE BOOTCAMP

Constructor Academy
Nov 2023 - Feb 2024

BA IN PRODUCT DESIGN

University of Tallinn
2013 - 2016

BA IN BUSINESS ADMINISTRATION & MARKETING

Estonian Business School
2000 - 2004

LANGUAGES

ENGLISH

Full professional proficiency

GERMAN

Professional working proficiency

RUSSIAN

Elementary proficiency

EXPERIENCE

DATA SCIENTIST CONSULTANT

Nestle / Constructor Academy
Februar 2024 - April 2024

- Led a project to develop an automated data analysis pipeline using web scraping and NLP to analyze customer reviews, identifying areas for improvement and enhancing customer satisfaction.
- Collaborated with cross-functional teams to integrate data insights into marketing and customer service initiatives.

MARKETING PROJECT MANAGER

3DE Disain GmbH
July 2011 - December 2023

- Led and managed a team developing integrated marketing campaigns across multiple channels.
- Analyzed marketing data to track performance, identify trends, and optimize strategies for improved engagement and results.
- Championed customer-centric initiatives to enhance user experiences.

MARKETING CONSULTANT

Fujitsu Estonia AG
October 2014 - October 2021

- Provided strategic marketing consulting, conducted market research, and analyzed competitor data to develop winning marketing strategies for SaaS clients.
- Managed and executed digital marketing campaigns, including SEO, PPC, and social media marketing.