ERLINA VIRGAWATI

Data Analyst

Currently working as Data Analyst at digital marketing agency. Skill in, with all its perks but not limited to, Website & App data analysis. I'm also a football data analytics enthusiast!

MY RESUME

MY SKILLS

MY WORKS

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erlinavirga@gmail.com

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Erlina Virgawati

RESUME

WORK EXPERIENCE

Data Analyst

(2019 - Present) InboundID

Job description: Conduct analytics implementation planning and developing data collection standards; Generate weekly & monthly report; Collaborate data-driven marketing to clients; Create and manage monitoring dashboard on Data Studio.

EDUCATIONS

Bachelor Degree

(2014 - 2018) Universitas Indonesia

Department of Physics

GPA: 3.3/4.0

AWARDS

(2016) Bakti BCA Scholarship Awardee
(2015) A&A Rachmat Foundation Scholarship Awardee

PUBLICATIONS

(2019) Corrosion Resistance, Dielectric and Thermal Resistance Properties of Hybrid Polyurethane/Carbon/Nano-Zinc Oxide. Journal of Physics: Conference Series, 1191, conference 1. Retrieved from here.

(2018) Thermal Behaviour and Corrosion Resistance of Nano-ZnO/Polyurethane Film. Journal of Physics: Conference Series, 985, conference 1. Retrieved from here.

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SKILLS

DAILY BASIS

- Google Analytics
- Google Tag Manager
- Google Data Studio
- Ms. Excel
- Google Ads
- Facebook Ads
- AppsFlyer
- SEO tools, etc.

BASIC KNOWLEDGE

- Tableau
- Google BigQuery
- SQL
- R

SOFT SKILLS

- Love to work with a team, having excellent communication skills.
- Able to work individually without direct supervision and also as a dedicated member of analytics team.
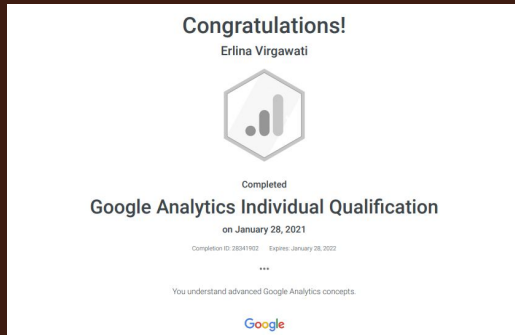- Excellent problem solving skills.

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CERTIFICATES

Certified for Google Analytics Individual Qualification

Issued by Google Skillshop

Completing Introduction to R and R Studio Course

Issued by KANADA Training Center

Completing Introduction to SQL Course

Issued by Datacamp

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LATEST WORKS

I had such an amazing opportunity to be involved in Startup Studio ID (SSI) first batch as a mentor. I really had a good time for sharing my technical knowledge with CEO of SSI participants, also to understand their scope of businesses. Now we're about to start with second batch participants. Cheers for wider digitalizations in Indonesia!

Tools: *Google Tag Manager, Google Analytics 360, Google Data Studio.*
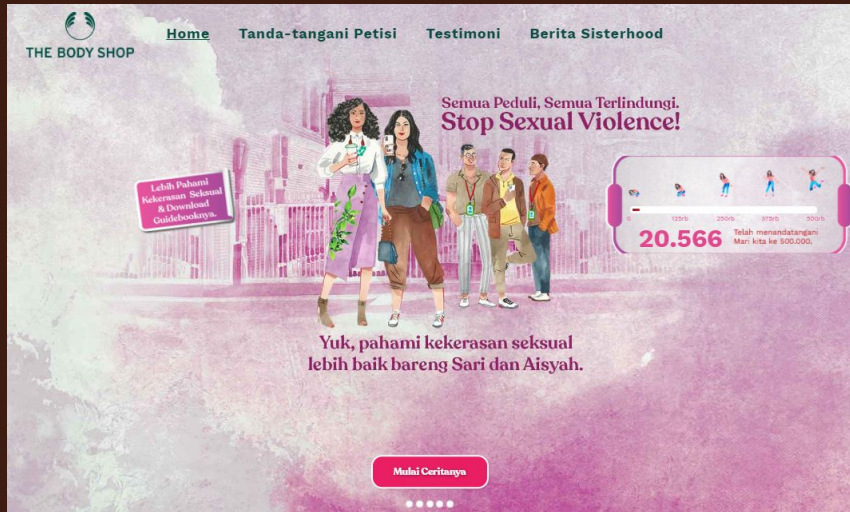
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LATEST WORKS

This is one of my on-going projects where I begin with implement and manage website tagging of *The Body Shop*'s newest microsite about fight for sisterhood. Besides, I also handle their main ecommerce-website which I deliver campaign performance through live dashboard on Data Studio and insightful report by monthly.

Tools: *Google Tag Manager, Google Analytics-4, Google Analytics 360, Google Data Studio.*

LATEST WORKS

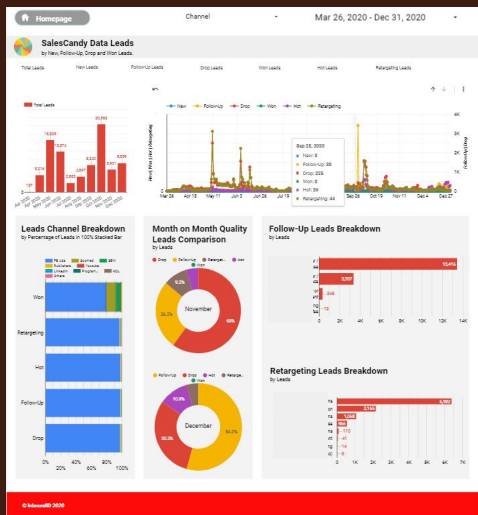## PROJECT: COMPREHENSIVE GOOGLE DATA STUDIO

Within about 1 month (August 2020), I have constructed a live-data dashboard monitoring for one of my client at InboundID. It connects to all on-going campaign performances from various sources, such as Google Ads and Facebook Ads, also its blended with *Leads* and offline sales data.

Tools: *Google Data Studio, Google Analytics 360, Google Ads, Facebook Ads, SalesCandy, etc.*

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LET'S DISCUSS

Please kindly visit my GitHub page to download my portfolio.

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GitHub
https://github.com/erlinavirga/mypage

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