

# GEORGE IHECHUKWU CHINAKA



## OBJECTIVE

A versatile professional with expertise in web development and data science. Skilled in building media responsive pages that are visibly appealing, and also leveraging data to find hidden trends and knowledge to derive actionable insights.



## CERTIFICATION

### IBM Data Science

Coursera Certificate.

### HTML, CSS, Javascript for Web Developers.

John Hopkins University - Coursera Certificate.

### Business Analytics

Access bank / Udacity 2023 Cohort

### Python Programming

Coursera Certificate.

### SQL

Coursera Certificate



## WORK EXPERIENCE

### CandleLight Special Needs

*February 2024 - Present.*

Digital Marketing Specialist

#### Roles:

- Social media marketing and management.
- Website SEO.
- Website frontend management.
- Blog management through Wordpress

### Emnel Hotel and Suites

*September 2020 - Dec 2023*

Business Analyst / Digital Marketer

#### Roles:

- Social media marketing.
- Sentiment Analysis/Online Reputation Management.
- Social media management.
- By analyzing stored data and identifying suspicious trends and anomalies, I developed and maintained algorithms that detect fraud and flag potential hotel paraphernalia theft.
- To create a reliable forecasting model, I analyzed historical data, seasonal patterns, and trends.
- Performed Workload assessments, and new operational methods were implemented.

#### Key Achievement:

- Performed sentiment analysis to determine areas for improvement, which subsequently led to a better customer satisfaction and brand reputation.
- My algorithms led to major improvements in security, resulting to significant reduction in theft rates and significant rises in revenue and operational efficiency across all departments.
- Significantly enhanced operational efficiency in the last quarter of 2022.



## CONTACT

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## SKILLS

- Knowledge of Programming Languages such as: HTML, CSS, JavaScript, Python, SQL.
- Frameworks/Tools: React.Js, PHP, TypeScript, WordPress, Beautiful Soup, GIT, Github, Bootstrap, Machine Learning, Panda, Matplotlib, Microsoft Office Tools.
- Responsive Design.
- Hands-on Knowledge of the processes of Data mining, Data Analysis, Data Visualization, Quantitative Analysis, Regression Analysis, Statistics, and probability.
- Social media marketing.
- Search Engine Optimization (SEO).
- Pay-Per-Click (PPC) Advertising.
- Conversion Rate Optimization
- Business Intelligence, Pattern and trend identification.
- Excellent communication and presentation skills, ability to tell a story with data.
- Attention to detail.
- Teamwork / Collaboration.

## **National Agency for Food and Drug Administration and Control**

**September 2019 - August 2020**

Corp Member ( Narcotics and Controlled Substances - Drug Demand Reduction Division)

•Worked as an extrovert in sensitization operations in NGOs, police, military, markets, schools.

## **Moized Medical Laboratory and Diagnostics**

**June 2015 - October 2015**

Clinical Laboratory Scientist (Intern)

•Collaborated with laboratory manager for blood, fluid, tissue analysis under safe laboratory practices.



## **EDUCATION**

### **FEDERAL UNIVERSITY OF AGRICULTURE ABEOKUTA**

**2017**

BIOCHEMISTRY



## **PROJECTS**

### **MARIJUANA-INDUCED MITOCHONDRIAL DYSLIPIDEMIA IN THE ILFUM OF FEMALE ALBINO RATS**

Undergraduate Project.

### **Python Project for Webscraping, Extracting and visualizing Stock Data**

Extracting essential data from a dataset and displaying it.

[https://github.com/georgestcloud/Final\\_Assignment/blob/main/F](https://github.com/georgestcloud/Final_Assignment/blob/main/F)

### **Data Analysis with Python**

Data Wrangling, Data Analysis, Visualization, Model Development, Evaluation and Refinement of House Sales Data in King County, USA.

[github.com/georgestcloud/Data-Analysis-with-python](https://github.com/georgestcloud/Data-Analysis-with-python)

### **Email scrapping with python utilizing beautiful soup library.**

Scrapping site data like emails with python and beautiful soup library.

### **Portfolio.**

<https://georgestcloud.github.io/gsc/>