



HELEN FITZGERALD

Data Analyst

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🌐 [LinkedIn](#)

📁 [Portfolio](#)

📍 Berlin, DE

CERTIFICATIONS

Data Analytics Certificate
CareerFoundry

SKILLS

Problem solving
Cross-functional collaboration
Storytelling
Communication
Customer-focus

TOOLS

SQL
Tableau / Power BI
Python
Google Analytics
Jira
Excel / Google Sheets

EDUCATION

Professional Diploma in Graphic Design
University College Dublin

M.Phil Speech & Language Processing
Trinity College Dublin

B.A in English Literature & Linguistics
University College Dublin

ABOUT ME

Motivated data analyst passionate about transforming data into meaningful insights, equipped with strong analytical abilities and communication skills to drive impactful business decisions. Experience across a diverse range of industries including technology, education, finance, creative arts, and healthcare.

WORK EXPERIENCE

APRIL 2022 - OCTOBER 2023

Linearity GmbH | Berlin, DE

Customer, Community, and Social Media Manager

Efficiently established CS department, introducing new processes and workflows while managing 95% of feature requests, bug reports, and technical queries among 500,000 MAU, contributing to heightened customer loyalty and brand reputation.

Improved customer satisfaction ratings by 15% through analysing user trends and feedback, introducing SLAs and implementing targeted improvements, resulting in increased customer loyalty and retention.

Collated the Customer Support knowledge base, utilising insights from user interactions to enhance documentation/reporting workflows and FAQ accuracy, improving users' self-service options.

Optimised users' self-service options by utilising insights from user interactions, to build a robust knowledge base, resulting in a 10% reduction in support tickets and improved customer experience.

Increased social media performance across channels through targeted content analysis, resulting in improved engagement and brand visibility as well as increased app downloads.

MAY 2020 - APRIL 2022

Studydrive GmbH | Berlin, DE

Growth Manager

Led expansion into new IE region through data-driven market research, development of promotional strategies, and optimisation of user onboarding processes.

Developed advertising campaigns, oversaw budgets, and optimised organic traffic and web pages based on user interviews combined with SEO research and testing.

Reported on and monitored user behaviour and engagement metrics in the UK and IE, resulting in a marked improvement in user retention and satisfaction levels.

Coordinated corporate and influencer partnerships, utilising data analysis to evaluate partnership effectiveness and ROI.