Helen FitzGerald

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Motivated 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 - in startup and corporate environments alike.

EXPERIENCE

Linearity GmbH, Berlin   April 2022 - October 2023
Customer, Community, and Social Media Manager
A vector-based graphic design platform for illustration and motion design.
- Utilised marketing tools (Meta Ads Manager, LinkedIn Ads, Google Analytics, Sprout Social) to conduct A/B testing, generate insights and drive digital marketing performance.
- Increased social media performance across channels through targeted content analysis, resulting in improved engagement and brand visibility as well as increased app downloads.
- Improved customer satisfaction ratings by 15% among 500,000 MAU 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, resulting in a 10% reduction in support tickets and improved customer experience.

Studydrive GmbH, Berlin   May 2020 - April 2022
Growth Manager
An integrated sharing and discussion platform for university students.
- Led expansion into the new Ireland region through data-driven market research, development of promotional strategies, and optimisation of user onboarding processes.
- Collaborated with cross-functional teams to track, measure, and optimize B2C growth marketing channels, SEO, and organic traffic leading to improvements in ROI and customer acquisition.
- 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 as well as influencer partnerships and developed KPIs to evaluate campaign efficacy.

EDUCATION & CERTIFICATIONS

CareerFoundry - **Certificate in Data Analytics**
- Intensive training in data wrangling, visualisation, storytelling, and analysis techniques.
- Various projects such as: investigating Airbnb's market in the Dublin area, examining and predicting USA influenza trends, developing InstaCart customer profiles based on app activity and behaviour, and crafting the digital launch strategy for a movie rental provider by analyzing their catalogue performance.

University College Dublin - **Professional Diploma in Graphic Design**
Trinity College Dublin - **M.Phil in Speech & Language Processing**
University College Dublin - **B.A. (Hons.) in English Literature & Linguistics**

TOOLS & TECHNOLOGIES

- Soft skills: communication, problem-solving, teamwork, storytelling, cross-functional collaboration, project management, marketing analysis, business development, performance marketing, affiliate marketing
- Technical skills: Python, SQL, Tableau, Power BI, MS Excel, Google Sheets, Google Analytics
- Other: Jira, Zendesk, Salesforce, HubSpot, Adobe Suite, Figma, Meta Ads Manager, SproutSocial