

Michael Döringer



Entry-level data analytics professional; recently obtained the Google Advanced Data Analytics Certificate. Proficient in all relevant tools and platforms for data analysis. Highly motivated with exceptional attention to detail stemming from 10+ years of experience as an editor and journalist.

Languages German (native), English (fluent)

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Portfolio <https://hugolargo.github.io/>

Education

05/2023
Google Advanced Data Analytics Certificate
Online

01/2023-03/2023
Data Analytics Boot Camp
Spiced Academy Berlin

2011-2014
Cultural Journalism (MA)
Universität der Künste Berlin (UdK)

2008-2011
Popular Music and Media Studies (BA)
Universität Paderborn

Skills & Tools

- Python
- R
- SQL
- Data Cleaning, EDA, Statistics
- Tableau
- Excel | Google Sheets
- all other Office apps

Professional experience

2020-2022
Music Data Editor & Team Lead Musicology
Moodagent Deutschland

- successfully prepared database and music metadata for the launch of the music streaming service in Germany
- improved the AI supported music recommendation system with data-driven QAing
- designed and managed weekly release plans in Google Spreadsheets
- collaborated with Data Scientists and global music teams in DK, IN, AUS/NZ
- successfully lead a team of 4

2017-2020
Cultural Validator for Apple Marcom
via Hogarth Worldwide

- selected, analyzed and approved of content for Apple marketing purposes in GSA on weekly basis

2015-2020
Lead Copywriter for Apple Music DE
via Hogarth Worldwide + Bridgehead Media

- contributed 5000+ pieces of original writing, editing, localization and translation
- shaped the editorial voice of Apple Music since its launch in 2015
- participated in workshops with Apple in London

2014-2020
Freelance Editor and Writer
for magazines, online media and record labels

- Universal Music: boosted digital catalogue curation, helped Marketing team with editorial consulting and playlist creation
- regularly contributed to publications like Spex, Groove, Das Filter, Mixmag, Electronic Beats, Vice

2011-2013
Staff Editor
De:Bug Magazine

- planned monthly print magazine issues
- supervised review section
- mentored freelance writers and interns
- editing, proof-reading and layout adjustments