Ikmareka Hunt

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Summary

A highly skilled and versatile data analyst with a robust background in B2B development, project management, and digital marketing. I bring demonstrated expertise in data analysis, coupled with a proven ability to incorporate feedback to optimize the overall user experience. Leveraging my proficiency in CRM tools, I excel in assisting clients in achieving their strategic goals.

Skills

Soft

- Teamwork
- Communication
- Flexibility
- Problem Solving
- Result-Oriented
- Analytical
- Attention to Detail

Technical

- Business Development
- Data Analytics
  - Microsoft Excel
  - Power BI
  - Tableau
  - MySQL
  - MATLAB
- Database Management
- Project Management
- WordPress/Web Developer
- Programming Languages
  - C++/Java
- Digital Marketing
- Customer Experience (UX/UI)

Work Experience

TELEm Group | Philipsburg, Sint Maarten
Business Development Officer
2023 - 2024

- Contribute to new business growth by conducting market research.
- Oversee end-to-end proposal processes, including budgeting, writing, negotiation, and client presentations.
- Collaborate across teams to develop standardized proposals for products and services, aligned with internal stakeholders.
- Assist in project planning by defining roles, responsibilities, and scope in collaboration with stakeholders.
- Conduct competitive assessments of products and services.
- Analyze data to provide actionable recommendations for project improvement.

Good & Prosper | Wicklow, Ireland
Virtual Executive Assistant
2022 - 2023

- Develop SOPs to streamline company procedures, enhancing operational efficiency.
- Revamp and restructure archiving layout in Notion for improved data management.
- Maintain client databases and records in Notion.
- Administer email management and schedule business meetings.
- Edit Zoom meeting recordings and archive meeting materials in Notion.
- Manage supply procurement and logistics, maintaining records in the supply database.
- Assist the Managing Director by troubleshooting issues, conducting research, and making travel arrangements.
- Prepare detailed Travel Expense analyses after each business trip.
- Develop and maintain subscriber trend tracking spreadsheets for Pitchfork Papers and Substack.

Workhuman | Dublin, Ireland
Customer Service Executive
2022 - 2022

- Inform clients about company policies, account details, product offerings, and services.
- Provide bilingual assistance to clients in Benelux and international MLE markets through various channels.
- Expedite internal processes for timely resolution of inquiries.
- Process client requests, including gift card and merchandise orders.
- Escalate cancellation, return, or refund requests to relevant departments.
- Issue forms for damaged goods and assess eligibility for procedural exceptions.
- Diligently document all interactions and transactions with customers and internal departments.

Accenture | Dublin, Ireland
Digital Marketing Specialist
2021 - 2022

- Identify and analyze trends to assist clients in optimizing their digital marketing campaigns.
- Drive product adoption through exceptional bilingual support across Benelux and international SMBs via multiple channels.
- Improve the overall client experience by promptly resolving inquiries and issues.
- Escalate critical cases to relevant departments.

Education

University of Twente | Enschede, Netherlands
Bachelor of Science in Creative Technology
09/2016 - 04/2021

- Represents a dynamic, multidisciplinary domain bridging Electrical Engineering, Computer Science, Digital Product Design, Media and Technology.

Windesheim University of Applied Sciences | Zwolle, Netherlands
Propaedeutic Certificate in Electrical Engineering
09/2014 - 03/2016

Projects

University of Twente
SopraNOsolo: Analyze data to shape a cooperative game for high-functioning autistic individuals and their siblings, earning the "Most Added Value Award" from HCI Staff.

Freelance
Good & Prosper:
- Develop a central database linking clients, prospective clients, and partners to their respective pages.
- Create detailed Travel Expense analyses after each business trip.

Certification

Career Principles
Certified in **Power BI Business Analytics**
11/2023

Career Principles
Certified in **Excel for Business & Finance**
11/2023

Nationale Handelsacademie (NHA)
Certified in **Webdesign**
12/2022

Google Starfleet Academy
Certified in **Google Ads**
01/2022

Nationale Handelsacademie (NHA)
Certified in **WordPress**
06/2021

Languages

English: Native
Dutch: Fluent
French: Elementary