

Solid execution experience

- proficient ~~now~~

proven skills

execute a plan.

actionable strategies

Self-intro

Succinct
Honest
Engaging
Focus on the **ID**

x resist detail the
last 2 decades work

- That's a career gap for me

- tackle undertake
handle approach
address craft a better
cope with frame solution
deal with shorten out
- dedicate spare time to
- accomplish / achieve / obtain
- steer things towards \times
- align with the marketing / support
- ultimately get the FA client on board
- surpass the expectation
- pursue long-term growth and success

initiative instill/motivate

collaborative

critically address problems

Grounded strategy

rooted into the destination of

curious for new things / trends
thoughtful, insightful

maturity / accountable

strategic accountability / self composed

focused & deprioritize the rest

passionate/genuine

Ambitious in professional growth

Quest / problem

~~•~~ Cumbersome

market share decline

evolving customers needs

project got derailed preferences

overwhelmed teammates

underlying threat from
outside/inside

fast-paced technical
evolutions

wrap up report

connect the backend and
marketing agencies

stay active
productive
take initiative

track, clean, analysis
visualize

Dont fear or intimidate by
Number crunching

That habits paid off / acknowledged / when \times

paint a picture

some member's awareness is far behind his/her

peers

take the initiative

highlight / outline the key deliverables

provide a solid answer

to rally everyone. to make sure everyone
are onboard

prompted by your initiatives

subordinate / tailor some work.
deprioritize

Salary Expectation

{ giving the range instead of a specific number.
 ↳ neutral research to that num.
 ↳ explaining why you deserve that}

40 - 50

given the global impact of your company
and the fact that candidates with more
like me, and always ^{insightful} thoughtful
voice on difficult situations, I think
be looking towards the top end of that
range

Multiple sources: research

my values are closely aligned with your organization's mission

Where do you see yourself

in 5 yrs

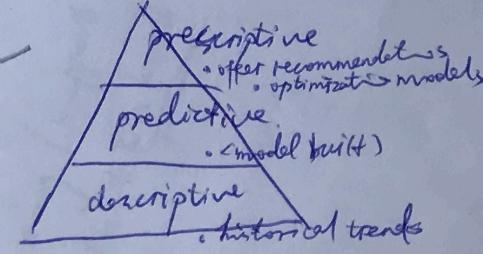
{ split into chunks
 step by step

Why to leave the
current role

{ run "its" instead of "run away"

- ✓ data-informed decision-making
as well as informed factors
- ✗ data-driven
data is the only filter

Don't be robotic.



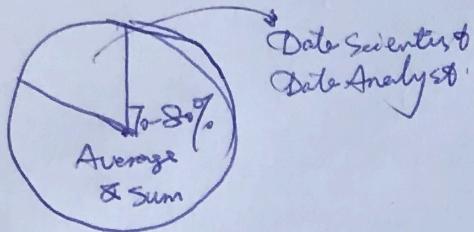
Tools:
Excel, pivot table
Tableau
R.
Python

Data governance
collect, coordinate

Data tracking tools
Google Analytics

Effective data analysis
understand goals
define proper metrics
Explore KPI and investigate
conduct the analysis

MATH / statistics



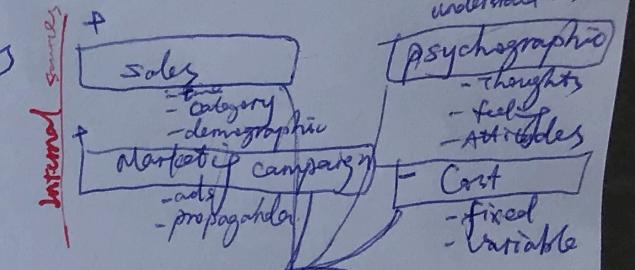
Data-informed & Data-driven

pros:
- uncover & understand trends
- exaggerate positive {trendy
- diminish negative}

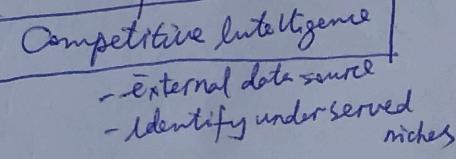
challenges:

- Time relevance
- Accuracy

Data source map



Business Analytics



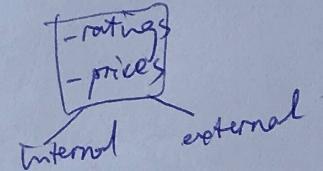
Data visualization

graphically represent the data

- keep simple
- key metrics focused
 - g. dashboard.
 - other { speed
 - single : heat
- use the right visualization
- use color sparingly



e.g. price structure



combined via unique identifier

tracking data

Sales

SW1h

mkt

website data

Social media data

Feed Generated Data

tracking

- [promocode]

psychographic
prices
feedback

