

# JULIA FORTUNY WOLLNY

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Data analyst with a background in managing concert tours and client-centric communication. Experienced in project planning and negotiating with stakeholders of different backgrounds. Skilled in clear and concise written and spoken language, presenting and moderating meetings.

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## DATA EXPERIENCE

### Rockbuster Top Customer Project (CareerFoundry Data Analytics Program)

- Goal: find the most loyal customers of a movie rental company. Analyse demographics & spending behaviour across customer base.
- Process: extracted data from 16-table SQL database, cleaned, summarised, analysed in PostgreSQL, including filtering, subqueries, joins and CTEs.
- Outcome: compelling Tableau presentation drilling down to the top 5 clients.

### Instacart Basket Analysis (CareerFoundry Data Analytics Program)

- Goal: help an online grocery shop better understand purchasing behaviours and segment customer base to build a more targeted marketing strategy.
- Process: analyse historical data (34 million rows) in Python, derive new variables, define customer profiles and create visualizations.
- Outcome: report with data flow, visualizations + answers to business questions.

## WORK EXPERIENCE

### Customer support at [Brunobett.de](https://www.brunobett.de) (Berlin), June 2021 – present

Supporting 300+ customers per month & pitching new potential clients.

### Customer support & communication at [Recordsale.de](https://www.recordsale.de) (Berlin), 2020 - 2021

Solved 800+ customer requests, organized & held 8+ meetings with team & management each month to ensure operational efficiency.

### Booker & tour manager, self-employed (Berlin, Beijing), 2015 – 2020

Created touring opportunities for Chinese indie artists, enabling 12+ bands to tour Europe and 15 European countries to discover alternative music from the PRC.

### Customer service specialist at [Booking.com](https://www.booking.com) (Berlin), 2016 – 2019

Resolved 700+ requests & complaints a month by efficiently deploying internal CRM system & procedures.

### Booker & tour manager (Europe) at [Maybe Mars Music](https://www.maybe-mars-music.com) (Beijing), 2012 – 2014

Developed international touring plans for 10+ artists such as Carsick Cars, P.K.14 and Chui Wan.

### Copy editor & translator at [Xinhua News Agency](https://www.xinhuanews.com) (Beijing), 2008 – 2012

Corrected or translated 300+ news stories each month from English to Spanish.

### Translator at [China Central Television](https://www.cctv.com) (Beijing), 2007 – 2008

Translated 350+ news stories a month for TV from English to Spanish.

### Account manager at [Tulip Mega Media](https://www.tulip-media.com) (Beijing), 2006 – 2007

Sold and marketed outdoor advertising space on high-definition LED screens.

## EDUCATION

### Data Analytics Program

CareerFoundry, 2021

### Managing the Arts Mentored

Open Online Course

Goethe Institute & Leuphana University, 2016

### HSK Chinese Proficiency

Certificate (level 6), 2010

### MA Communication, Culture & Production

Anglia Polytechnic University, 2004

### BA (Hons) Film Studies & Drama

Anglia Polytechnic University, 2002

## SKILLS

- ✓ Preparing + analysing data
- ✓ Data visualization & storytelling
- ✓ SQL for data analytics
- ✓ Python for data analytics
- ✓ Planning + organizing meetings
- ✓ Project planning + management
- ✓ Communicating + presenting
- ✓ Customer support
- ✓ Languages: English, German, Spanish, French, Catalan (fluent)

## TOOLS

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|--------------|--------------|
| ▪ Excel      | ▪ Tableau    |
| ▪ PostgreSQL | ▪ Python     |
| ▪ G Suite    | ▪ Trello     |
| ▪ Zendesk    | ▪ Confluence |