

# JULIA FORTUNY WOLLNY

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**Data analyst** with a background in managing concert tours and customer service. Experienced in project planning and dealing with stakeholders of different backgrounds. Skilled in clear and concise written and spoken language, presenting, moderating meetings and storytelling.

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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-mega-media.com) (Beijing), 2006 – 2007

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

## EDUCATION

**Data Analytics Program**

CareerFoundry, 2021

**MOOC Managing the Arts**

Mentored Open Online Course

Leuphana Digital School &

Goethe Institut e.V., 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
- ✓ Basic HTML
- ✓ Planning + organizing meetings
- ✓ Project planning + management
- ✓ Communicating + presenting
- ✓ Customer support
- ✓ Languages: English, German, Spanish, French, Catalan (all fluent) + Chinese (B2)

## TOOLS

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