Lakisha Adu

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🏢 My Portfolio

I LOVE DATA!
In recent years, my professional trajectory has been marked by a dedicated focus on data-driven marketing, a journey I am eager to continue expanding upon. Along the way, I've honed my proficiency in various tools and programming languages, including GTM, GA4, SQL, HTML, and CSS. Additionally, I've delved into the realm of dashboard creation, finding newfound excitement in leveraging platforms like Looker Studio and Power BI to visualize and derive insights from complex datasets.
Please take a look at my portfolio to see for yourself.

Work experience

Metasearch Intern | eDreams Odigeo (Barcelona)
09/2023 - 03/2024
Building & optimize Reportings on a monthly and weekly basis
Collect Data, analyse bugs, and build Dashboards using PowerBI
Analyse & Tracking of reviews on Skyscanner;

Marketing Manager | JITpay Group
11/2022 - 03/2023
Crafting data visualisations to communicate relevant findings
Maintain the Website (WordPress) and social media performance
Setting up website tracking with GTM to optimise the Google Ads;

Content-Marketing Manager | KUPPER IT GmbH
04/2022 - 09/2022
Developed content for marketing materials.
Planned and implemented content strategies by analysing and measure the relevant marketing metrics and take actions;

Marketing & Support | Wehner Consulting GmbH
04/2020 - 10/2021
Developed B2B sales marketing activities;
Analyse the results of the campaigns and translating insights into tangible recommendations for the customers;

Seminarmanager | MST Group GmbH
05/2018 - 08/2020
Planned and coordinated seminars for personnel development at the BMW Training Center and MAN;

Event Manager | Seminarcenter IM EINKLANG
07/2017 - 04/2018
Maintained the Home and Facebook pages;
Managed Meta Ads and Marketing Campaign;
Conceptualised creative event concepts;

Soft Skills & Languages

Soft Skills
Hands-on Person
Analytic thinker
Problem solving
Communication Skills

Language
English: B2
Spanish: A1
German: Native

Education

Marketing Analytics | WBS Coding School, Berlin
Since 04/2023 - 08/2023 | Hybrid Further Education
Focus: Tracking, Measurement, Analysis, Reporting;

Communication & Event Management | IST Hochschule f. Management, Düsseldorf
Since 04/2021 - today | Bachelor of Arts | Part-time
Focus: Brand Management, Business Administration;

Event Manager | IST Studieninstitut, Düsseldorf
02/2019 - 02/2021 | Hybrid Further Education | Part-time
Focus: Venue Selection and Logistics, Event Production;

Event Manager | TNC Group GmbH, Leipzig
09/2014 - 06/2017 | Apprenticeship
Focus: Project Management, Promotion, Social Media;

Tech Skills & Knowledge

Digital Marketing
Digital Marketing Fundamentals
Google Tag Manager | Google Analytics
Google Sheets | Excel

Web Development
HTML | CSS | JavaScript (Frontend)
SQL (Database query language)
BigQuery (Data warehouse and analytics)

Conversion Optimization:
A/B Testing (For conversion rate optimization)
Looker Studio | Power BI (Data visualization & analytics)
Web Usability & Conversion-Centered Design

Graphic Design:
Canva (Graphic design)
Photoshop (Image editing)