KAREN LEE, CMgr, MCMI

Email:|contactkarenlee@gmail.com|E16, London |

LinkedIn: <https://www.linkedin.com/in/karen-sl-lee/>

GitHub: <https://github.com/leekarensl>

**Professional Summary**

Experienced Client Manager in market research industry looking to advance in the field of data analytics. I hold a First Class Honours in Business Psychology (2020) and was also awarded Chartered Manager status in July 2022 from the Chartered Management Institute. I have intermediate skills in SQL, Excel, Tableau and Power BI. I am passionate about solving business problems using data, so I am constantly learning and looking to improve in this area. My GitHub portfolio focuses on data analytics and modelling projects that I’ve recently undertaken, all with a strong emphasis on business impact.

**Key Skills**

|  |  |
| --- | --- |
| * Client service * Budget management * Data analysis * Research skills * Attention to detail | * Intermediate Excel skills * Python * SQL * Power BI, Tableau * SPSS and Qualtrics |

**Experience**

|  |  |
| --- | --- |
| **Career Break**  *09/2022 – 01/2023* | * On career break for family reasons and to pursue a career transition into data analytics. |
|  | * Completed Google Data Analytics Professional certification as well as various Data Science projects with strong emphasis on business impact. |
|  |  |
| Kantar  **Client Manager**  *10/2019 – 08/2022* | * Overall responsibility in ensuring that all project requirements and client deliverables are completed to a high standard and on time. * Performing analysis using Power BI, SQL or Excel giving clients answers or insights using data. * Writing client cost proposals, supporting Client Lead in larger cost proposals. * Preparing agenda and presentation decks for quarterly KPI client meetings. * Driving continuous improvement within the client team * Managing job budgets * Co-ordinating/ Collaborating with the production/technical team by translating client requirements into operational /technical requirements * Oversight of supplier relationships * Good technical knowledge of system platforms * Reviewing specifications for system changes to ensure they match client requirements * Line managing the International Client team |
| Proinsight Research Ltd  **Client Services Manager**  *07/2017 – 10/2019* | * Responsible for the on boarding of new clients into the company’s platform. * Being a positive representative of the Proinsight Portal and delivering platform and product training to all stakeholders. * Management of all client relationships including being a trusted advisor in their mystery shopping and audit programmes. * Generate reports giving clients feedback and insights about their business processes, brand perception, staff performance as well as customer journeys. * Work closely with all clients to resolve in a timely manner, all client related issues, e.g. programme or platform issues. * Work with the senior management team, clients and software developers to build new products as and when a business need arises ((e.g. ChatBots to reduce number of tickets to helpdesk). * Maintenance of all client areas within the Proinsight platform to ensure functionality and presentation. * Heads the Client Services Support team. |
| Proinsight Research Ltd  **Programme Co-ordinator**  *09/2016 – 06/2017* | * Implement recruitment initiatives for mystery shoppers through job sites and Facebook groups. * Launch and advertise monthly mystery shops in a timely fashion to ensure the quickest possible take up of shops. * Responsible for 100% allocation of all contracted mystery shops every month. * Daily communication, training and support management of mystery shoppers to ensure high quality reports are delivered within client deadlines and expectations. * Daily communication with Quality Control team to resolve issues resulting from poor execution of audits by mystery shoppers. * Work with Client Services Manager to discuss and resolve any issues with regards to survey form designs. * Communicate and collaborate with clients to resolve any audit appeals. |

**Education**

Chartered Management Institute

**Level 5 Diploma in Management and Leadership**

*July 2022*

*Distinction, Awarded Chartered Manager status*

Birkbeck College, University of London

**BSc(Hons) in Business Psychology**

*July 2020*

*First class Honours*