

SYLVIA M. GOZDEK

ANALYTICS CONSULTANT

CONTACT

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TECH STACK SKILLS

5 / 5 Google, Office Suites, Asana
CRM: Capsule, customer.io,
Groove, ActiveCampaign
CMS: Prismic, Shopify, WIX,
Squarespace, Word Press
BI Tools: Google Analytics,
Data Studio, Redash
SQL & Python
Machine Learning Modeling

2 / 5

MY PERSON

Empathetic team leader
Storyteller & public speaker
Analytic mindset
High integrative complexity
Love me some agile

LANGUAGES

English ● ● ● German ● ● ●
Polish ● ● ● Spanish ● ● ●

Certified Data Analyst looking for a role in a data driven company where I can develop metrics that connect effort to impact while building on my **7 years of experience** in database management and B2C journey design.

WORK EXPERIENCE [BERLIN]

Talenthouse AG [Sept 2022 - March 2023]

Data Analyst - Community Research

- SQL for data retrieval, visualisation, stakeholder dashboard curation, assembling investor board packs
- Python for data cleaning, analysis, feature engineering
- User research for product development
- Online user flow and communication optimisation
- B2C re-engagement campaigns which simultaneously increase coverage of community data
- Qualitative analysis of sustainable community building

Catalyst Institute for Creative Arts & Technology

Community & Data Director [Feb 2016 - Aug 2022]

- CRM and admissions data management - 57% of the admissions process automated
- Reporting YoY and MoM recruitment performance
- KPI strategy and design
- Data migrations: CRM, website
- Data Protection Officer, implemented Privacy Policy
- Launched 4 new products and hired team
- CMS and social media management
- Customer journey content creation (written and video)

INTERN & RESEARCH ASSISTANT FOR:

- Adam Mickiewicz Institute [2013 - Warsaw]
- Institute for Culture and Ecology [2011 - Seattle]
- University of Washington [2010 - Seattle]

EDUCATION

Data Analyst Certificate

CODE ACADEMY BERLIN [Jan - Apr 2022]

M.A. Culture Studies

UNIVERSITY OF WARSAW [Sept 2012 - Jul 2014]

B.A. Anthropology & International Studies

UNIVERSITY OF WASHINGTON [Sept 2007 - Jul 2011]