Maciej Dabrowski

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Summary

A driven and analytical data professional with 1 year of experience in data analysis and insights generation. Proficient in utilizing data visualization tools, such as Tableau, to generate actionable insights for stakeholders. Successfully managed multiple projects at IFF, utilizing advanced Excel techniques and statistical analysis to deliver insights and drive data-driven decision-making. Seeking a challenging role as a data analyst where I can utilize my skills and experience to drive business growth and success. Fluent in English and Polish, with an intermediate understanding of German.

Experience

Data Analyst
IFF
Feb 2022 - Jan 2023 (1 year)
· Conducted comprehensive analysis of sales data for the entire company, utilizing advanced Excel and SQL techniques to compare actual results against budget targets.
· Generated data-driven insights and recommendations for senior management, which were instrumental in increasing company profits through a price optimization initiative.
· Visualized complex data sets using Tableau, providing clear and concise summaries that facilitated decision-making and helped to drive successful outcomes.
· Analyzed and maintained master data in SAP, SFDC (Salesforce), and other enterprise systems, identifying opportunities for procedure alignment, data harmonization, and process improvements, while also coordinating and supporting the project team with resolving issues related to master data, reporting, and commercial systems integration.
· Assisted in the development, improvement, and documentation of master data governance frameworks to improve data quality for data-driven business analytics.

Digital Marketing Intern
40Love.ai
Jul 2019 - Dec 2019 (6 months)
· Creating and keeping customers through social media marketing, SEO, content marketing, and paid advertising
· In charge of ad campaigns on Facebook Ads and Google Ads
· Extensively used Google Analytics to find a target audience and analyze insights from website traffic
· Helped with generating sales via direct messaging

Education

King's College London
BSc, Economics and Management
2018 - 2021
Pursued a three-year course of study in Economics and Management, laying groundwork for eventual career in Business Analytics.

Core Modules: Statistics, Digital Marketing, International Marketing, Sales and Marketing, Technology Strategy, Crafting Entrepreneurial Opportunities, Leadership: Theory and Practice, Marketing Strategy and Planning, Communication in Organisations.

University of Vienna
Bachelor of Science - BS, International Business Administration
2019 - 2020
Awarded a place at the University of Vienna to undertake a year-long Erasmus+ Exchange Programme.

Core Modules: Marketing, Strategy, Econometrics, Decision and Game Theory, Microeconomics, Macroeconomics, Corporate Finance, Organization of the International Firm, Ethics of Artificial Intelligence

Licenses & Certifications

Enterprise Course - SGH Warsaw School of Economics

Google Analytics Essential Training - LinkedIn

Data Analytics Course - Le Wagon

Google Data Analytics Certificate - Coursera

Skills

Databases • Database Management System (DBMS) • Salesforce.com • SQL • Power BI • Python • Tableau • Extract, Transform, Load (ETL) • Microsoft Excel • Digital Marketing