

William Maltby



Contact:

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Key Skills:

Python
SQL
Excel
Mailchimp
Google Adwords
Google Analytics
Metabase
Facebook Advertising
Microsoft Office
Sketch

Personal Qualities:

Outgoing
Friendly
Highly Driven
Eager to Learn
Punctual
Confident

Summary:

Combining Python and SQL allows me to utilise data efficiently from a variety of sources. SQL allows for complex manipulations of data from an internal database, while Python grants access to data from external sources (such as Google Analytics) usually via an API. Using this data with Python and Excel, I am able to generate complex reports and schedule their sending automatically. Working predominantly within the marketing team allows me to use data to drive all marketing activity, resulting in highly targetted and optimised campaigns. Data can also be used creatively by way of creating segments of users on a variety of metrics. The regular automated reporting benefits every department of the business, with senior management using it for top level decisions and finance using them to keep track of cash flow as well as monitoring KPIs.

Experience:

March 2018 - Present:

Analyst, DigitasLBi: Working on various projects for a variety of clients. with a wider exposer to the field as a whole.

September 2015 - March 2018:

Analyst, WeShop: Build and maintain automated reports to monitor metrics accross various departments. This includes financial reporting, site performance reporting, user activity reporting, KPI reporting and marketing reports. As the sole analyst I am also responsible for segmenting users, on a variety of metrics, looking at their interests, engagement and demographics.

June 2015 - September 2015:

Marketing Intern, WeShop: Having done an internship over the summer while studying, I was asked back to help out with research, marketing and admin once I had graduated from University.

Education:

Data science in real life - Coursera (2016)
Programming for everybody - Coursera (2016)
Psychology - CCCU (2012-2015)
3 A Levels & business BTEC - Uplands CC