

William Maltby

Contact:

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Key Skills:

Python
SQL
Excel
Mailchimp
Google Adwords
Google Analytics
Metabase
Facebook Advertising
Microsoft Office
Sketch
Alteryx
Tableau
DoubleClick
Big Query
Data Studio
Web Scraping
Supermetrics

Personal Qualities:

Outgoing
Friendly
Highly Driven
Eager to Learn
Punctual
Confident

Summary:

Utilising Python and SQL I am able to extract, transform, load and manage data highly efficiently. This allows for faster report building and leaves more time for insight pieces and more detailed projects. Python also opens up many new avenues of data, for example scraping forums/reviews for real world data.

Experience:

March 2018 - Present:

Analyst, Samsung @ Digitas: Working as part of a small team I owned reporting for UK client across IM reporting to key stakeholders within Samsung and our internal agency. By automating much of the process our team was able to produce in depth insight with volume, often delivering four or more highly detailed reports in a day. I also consolidated our data sources into a single source, Google Big Query, to further simplify reporting accross our team.

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 also undertook projects to build CRM segments, dynamic email templates and on site personalised recommendations.

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