# Marie Mckenzie

## PROFILE

Data-driven professional, adept at navigating digital challenges, transforming data into strategies and driving online growth through analytical insights.

## SKILLS

- Database Management
- Matplotlib
- Eploratory Analysis
- Google Analytics
- Python (Pandas, Numpy)
- Tableau
- SQL (MySQL, SQL Server, Postgres)
- Google Sheets/Excel
- PowerBi

## PORTFOLIO

Github Repository
https://github.com/mariemckenziex/Data/blob/main/README.md

## CONTACT

- 876-502-9460
- mariemckenzie6.mm@gmail.com
- https://www.linkedin.com/in/marie-mckenzie-7268b1113

## LANGUAGES

English - Native
Spanish - Basic

## EDUCATION

**Google**
- Data Analytics Professional Certificate
- Project Management Certificate
- Introduction to Data Studio

**Microsoft**
- Microsoft 365 Certified: Fundamentals

**University of Technology Jamaica**
- Bsc. in Computing – Major: Information Technology, Minor: Enterprise Systems

**Caribbean Secondary Examination Council**
- Certificate in Business Studies
- Grade I: Mathematics, English Language, Information Technology, Principles of Accounts, Office Administration, Principles of Business, Social Studies, English Literature
- Grade II: Caribbean History, Visual Arts, Spanish

## WORK EXPERIENCE

**Konnect Me – December 2022 – Present**
- **Data Analyst – Social Media and Web** – I transform raw digital data into actionable insights. Utilizing tools such as MySQL, PowerBi, Tableau, PowerBI, Matplotlib, Seaborn, Jupyter
  - *Worked and collaborated on projects with the following brands: JIS, Elite Diagnostics, Bellevue Hospital, 876FarmBox, and SMEs*

**It's Pixel Perfect – Janaury 2024 – December 2024**
- **Project Analyst** – Gathered and interpreted data to drive project success. By analyzing metrics and trends, I identified potential risks and optimized processes. My insights ensured projects stayed on track, met objectives, and delivered measurable results, contributing to informed decision-making and efficient execution.
- **Website Optimization Manager** – Oversaw and managed the overall SEO strategy by developing and implementing strategies to improve the website's performance, user experience (UX), and conversion rates.
  - *Worked and collaborated on projects with the following brands: VM Group, Wisynco, Bresheh. GKMS and NCTFJ*

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# WORK EXPERIENCE CONT'D

**Courtney Washington LLC- January 2017- 2024**

- **Digital & Ecommerce Manager** – Web development as well as planning, designing and execution of marketing campaigns, maintenance of social media presence, analyzing existing strategies and determine KPI's.
  - *Key mention: Executed successfully rebranded Brand's collaterals, developed e-commerce website and refreshed social media presence in under 3 weeks*

**Monumental Partners Limited - November 2022 - Sept 2023**

- **Website & Digtal Project Manager** - Facilitate smooth communication between client and developer, allocate resources, troubleshooting various issues and assisting with documenting, planning, development, testing and deployment.
  - *Worked and collaborated on projects with the following brands: Anchor Jamaica, World Brands, Barco, Jamaica Corporative Credit Union*