

# Michael Ergette

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## EDUCATION

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**King's College London,** **MSc Economics and Finance (Merit)** **Sept 2020 – July 2021**  
Thesis: "The effects of financial flows on migrant-sending economies"

- Extracted complex data from the World Bank for 21 countries spanning from 1996-2019.
- Managed data using Excel by sorting and filtering the relevant data; Imported and integrated data into STATA.
- Applied econometric models such as Ordinary Least Squares, Fixed effects model, Random effects model and Generalised method of moments using STATA.

**Relevant modules:** Principles of Finance, Financial derivatives, Risk Management and International Economics.

**University of Essex,** **BA Management Economics (First Class: 1:1)** **2017- 2020**  
Achieved 92% in statistics module.

Currently engaging in a Google data analytics course, mastering SQL, R programming, and Tableau.

## RELEVANT EXPERIENCE

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**Kilolu Ltd, London** **Freelancer** **Feb 2023 – Present**

- Conducted competitor analysis for a finance start-up to gain a competitive edge, leading to the identification of new business opportunities and strategies for sustainable growth.
- Researched into additional revenue streams and presented recommendations to scale the business.
- Developed and presented brand messaging strategies, resulting in a 15% growth in the customer base.
- Collaborated with the team on content creation ideas that aligned with brand messaging strategies, creating engaging and impactful content for the target audience.

**The Red Flower Factory, London** **Research Analyst Intern** **Apr 2022 – Sept 2022**

*The Red Flower Factory is a Gen-Z led consulting start-up that works with global brands to help craft and market future-proof consumption models and capturing the attention of Gen Z.*

- Analysed quantitative and qualitative data including Identifying prominent themes in focus groups
- Delivered reports and visualizations to clients, offering insights into consumer market trends for strategic brand positioning.
- Proposed website enhancements to the managing director, aiming to improve community engagement.
- Co-led a Global Trends project, consistently communicating with the project lead to ensure timely execution.
- Tracked emerging global market trends and presented technical insights to managers and team members.
- Provided monthly performance reports for the company's social media platforms, including the website and implemented innovative strategies to optimise content and achieve an average 10% increase in engagement.

**TreasureTress, London** **Data Research Analyst Intern** **Oct 2020 – Jan 2021**

- Collected and integrated data from primary and secondary sources, including survey results and sales database.
- Presented reports of data analysis on Google analytics data and provided recommendations to the founder, to help drive improvements for customer experience, for the business, and for operations.
- Monitored engagement and conversion trends across the network, identifying breaks in trends, understanding underlying drivers, and surface opportunities and threats in the market.
- Worked in a team of 3 to implement strategies to increase the effectiveness in marketing campaigns.

## EXTRA-CURRICULAR ACTIVITIES

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- **Virtual Internship** in Business, Operations, and Marketing at Bright Network. (Jul 2020 – Sep 2020). Took part in skills sessions with Google, P&G, GSK, M&S, and the Enterprise.
  - Actively engaged in an extracurricular university module: **Financial trading Program**, gaining in-depth knowledge about financial markets and executing trades using virtual currency.