michele brooks

DATA ANALYST & ENGINEER

I'm a full-stack data nerd working in visualisation, analytics, engineering and solution architecture. I believe in the power of data as a force for change in our lives and the world around us. My professional passion is helping companies to plan and implement data strategies to enable their teams to embrace data-driven decision making.

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education

MSC IN GEOGRAPHIC INFORMATION SCIENCE & TECHNOLOGY
Georgia Institute of Technology
2014-2015

BSC IN INTERNATIONAL DEVELOPMENT WITH ENVIRONMENT & SOCIETY
University of East Anglia
2010-2013

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certificates

AWS SOLUTIONS ARCHITECT ASSOCIATE
Dec 2021 - Dec 2024

TABLEAU CERTIFIED ASSOCIATE CONSULTANT
Dec 2020 - Dec 2022

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skills

AWS
Athena, S3, EMR, Lambda, EC2 CloudWatch

DATA VISUALISATION
Tableau, Data Studio, PowerBI

ETL
Python, Pentaho & SSIS

REPORTING
SSRS & Excel

DB MANAGEMENT
Athena, SQL Server, MySQL, Vertica

SERVER ADMINISTRATION
Linux

AGILE DEVELOPMENT
JIRA & Confluence

SOURCE CONTROL
Github, SourceTree, BitBucket

CONTINUOUS INTEGRATION
Jenkins

CODING
SQL, Python, Bash, HTML & CSS

GIS
ArcGIS & QGIS

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experience

CO-FOUNDER
The DeFi Lab   Lisbon   Jun 2021 - Present
- Founded a web3 studio building decentralised products. Focused on rapid product development and deployment--fail fast, learn faster.
- Built MVPs for two blockchain projects, Koi Capital and Cardol.io
- Attended WebSummit 2021 as an Alpha Startup
- Wore many hats as a co-founder including head of data, operations and branding

SENIOR DATA CONSULTANT
Keyrus Digital   Cape Town   Apr 2020 - May 2021
- Deployed and maintained the ABSA regional data platform team to deliver digital insights to banking teams across 10 countries in Africa
- Advised clients in banking, consumer goods, mining and medical industries on analytics software and cloud architecture to support their data roadmaps and business goals
- Championed data-driven solutions as a certified Tableau consultant and sales partner

SENIOR DATABASE SPECIALIST
Tencent   Cape Town   Feb 2019 - Mar 2020
- Built & maintained a serverless, cloud-based data lake architecture in AWS that translated raw log data generated by mobile music streaming application into actionable business insights for 80+ users in South Africa, Hong Kong, China & Thailand
- Maintained data pipelines transferring unstructured data from internal & external data partners into data platform in AWS
- Developed data processing tasks to turn large, complex & unstructured datasets into standardised business reporting tools
- Supported product, operations, finance, business development, marketing & technology teams with data tools to enable deeper understanding of our products & users

BUSINESS INTELLIGENCE DEVELOPER & ANALYST
Rhino Africa   Cape Town   Mar 2017 - Jan 2019
- Built & maintained ETLs to integrate data across proprietary & enterprise software environments. Maintained Linux server & Jenkins continuous integration ETL environment.
- Developed BI integration & reporting tools using Agile project management & Git workflow
- Designed integration tools and pre-cursors to establishing an operational data store and departmental master data table
- Supported marketing, sales, product and finance departments with data tools and established company standards for developing in PowerBI & SSRS using git workflow

BUSINESS INTELLIGENCE REPORT DEVELOPER
Cardlytics   Atlanta   Sept 2015 - Jan 2017
- Built tools using SSRS & Tableau to deliver self-service BI to over 200 users via SharePoint
- Optimised SQL queries & ETL processes to return results in seconds from data warehouse with tables of 50+ billion rows
- Practiced Agile software development using JIRA & SourceTree for continuous delivery
- Collaborated on department-wide training sessions for sales, analysts, account managers & engineers