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.

📞 +351-913-607-367
✉ michele@thedefilab.com
🌐 https://michelebrooks.info

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

CERTIFICATES

AWS Solutions Architect Associate
Dec 2021 - Dec 2024

Tableau Certified Associate Consultant
Dec 2020 - Dec 2022

SKILLS

AWS
Athena, S3, EMR, Lambda, EC2 CloudWatch

Data Visualisation
Tableau & 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

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 projects, Koi Capital and Cardol.io, with more in the pipeline.
- Involved in this project part-time while pursuing independent data consulting projects as well

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