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

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, Data Studio, PowerBI

Python, Pentaho & SSIS

REPORTING

SSRS & Excel

DB MANAGEMENT

Athena, SQL Server, MySQL, Vertica SERVER ADMINISTRATION

AGILE DEVELOPMENT

JIRA & Confluence

SOURCE CONTROL

Github, SourceTree, BitBucket

CONTINUOUS INTEGRATION

Jenkins

CODING

SQL, Python, Bash, HTML & CSS

ArcGIS & QGIS

experience

CO-FOUNDER

The DeFi Lab Jun 2021 - Present Lisbon

- 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