

michele brooks

DATA & ANALYTICS 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 make data-driven decisions integral to a company's operations and culture.



contact

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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

GCP

BigQuery, GCS, Compute Engine,
Kubernetes / GKE

DATA VISUALISATION

Tableau, Data Studio, PowerBI

ETL / ELT

dbt, Python, Pentaho & SSIS

REPORTING

SSRS & Excel

DB MANAGEMENT

Athena, BigQuery, SQL Server, MySQL,
Vertica

CODING

SQL, Python, YAML, Bash, HTML & CSS

SOURCE CONTROL

Declarative Infrastructure, Git

CONTINUOUS INTEGRATION

Tingle, Jenkins

AGILE DEVELOPMENT

JIRA, JIRA Align & Confluence

GIS

ArcGIS & QGIS

experience

SENIOR ANALYTICS ENGINEER

Spotify

Amsterdam

Oct 2022 - Present

- Worked with mobile engineers, data engineers & scientists, user researchers & product managers to pioneer insights for the build systems, APIs, code structure & dependencies of the mobile client code base to improve developer experience & app performance
- Spearheaded setup & migration to dbt to support analytics & reporting data layers
- Built a metrics solution to consolidate the development & definitions of over 40 key, actionable KPI's into a scalable, code-first metric library & dashboard
- Communicated insights & recommendations through product updates & data workshops, helping to promote & activate data best practices in the Client Platform teams
- Founding member of working groups & guilds establishing best practices for analytics & data modelling standards company-wide

CO-FOUNDER / DATA & ANALYTICS ENGINEER

The DeFi Lab

Lisbon

Jun 2021 - Sept 2022

- Founded a web3 studio building decentralised products. Focused on rapid product development and deployment--fail fast, learn faster
- Attended WebSummit 2021 as an Alpha Startup
- Wore many hats in the scrappy, early-stage startup days including head of data, operations and branding
- Built data & analytics engineering solutions for clients of the consulting arm of the studio

SENIOR DATA CONSULTANT

ESA & 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