# Marielle Nwana

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My name is Marielle Nwana and I'm an NYC-based technologist. I've spent the last four years building a deep understanding of data analysis, with a focus on technical skills. Through those experiences, I've found that I'm a self-starter who is comfortable navigating ambiguity in high-growth environments to drive key results. I'm passionate about using technology to automate manual tasks and provide end users with useful tools and information.

## PROFESSIONAL SKILLS

| Database & Engineering | Programming | Visualization | Project Management | Data Science |
|---|---|---|---|---|
| PostgreSQL, Airflow Snowflake, BigQuery, dbt | Python, Java, Web Mining, Automation | Looker, Tableau, Google Data Studio | Jira, Clubhouse, Asana, GitHub | Pandas, Scikit-Learn, R, NumPy |

## WORK EXPERIENCE

**Tula Skincare** / Nov 2021 - Present / **Senior Growth Analyst**
- Support conversion optimization through site analytics tracking and event analysis using Snowflake, BigQuery, and Google Analytics
- Partner with Growth Marketing to track, report, and analyze new customer acquisition efforts using Snowflake and Looker

**Flowcode** / Oct 2019 - Nov 2021 / **Tech Lead - Business Intelligence**
- Built out external client reporting in partnership with client success managers to ensure scalable insights and analysis across 80 customers using Python, Snowflake and Github and Looker APIs
- Worked cross-functionally to provide internal business units with insights in order to understand changes in key internal metrics using Looker, SQL, and custom Airflow pipelines

**Essence Digital** / May 2018 - Oct 2019 / **Senior Data Analyst - Machine Learning**
Led research in attention signals for programmatic ad bidding and campaign optimization, created an ETL workflow for collecting data to feed client-facing dashboards, and analyzed social media data for campaign optimization research

**L Brands - La Senza** / May 2017 - Aug 2017 / **Central Planning Intern**
Automated sales planning projections & reporting using VBA to save 20 hours per month and reduce input errors.

**Huntington National Bank** / May 2016 - Aug 2016 / **Analytics Intern**
Automated collection of competitor data using Selenium and Python to save 10 hours per week and provide more accessible benchmarks against other regional financial institutions.

## EDUCATION

**Master of Science - Stevens Institute of Technology** / Aug 2018 - Dec 2019
*Business Intelligence & Analytics with Data Science Concentration*: Coursework included experimental design, optimization and process analysis, multivariate analysis, data mining, data warehousing, social network analysis, machine learning, and web mining

**Bachelor of Science - Ohio State University** / Aug 2013 - Dec 2017
*Data Analytics with Business Specialization*: Coursework included computational, mathematical and statistical foundations of data analytics