Marielle Nwana

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GitHub: github.com/mnwana

NYC-based Data Analyst and Full Stack Developer educated through Columbia University's Software Engineering bootcamp. Proven understanding of data analytics and engineering tools and passionate about data accessibility and data literacy. Experience includes leading projects within data teams, presenting data driven insights to leadership, and partnering across engineering, business and sales teams to transform raw data into data tools and dashboards for internal and external measurement. Thrives in high-growth startup environments where there is a good balance of autonomy and collaboration.

TECHNICAL SKILLS

JavaScript ES6+, CSS3, HTML5, SQL, NoSQL, GitHub, MongoDB, MySQL, Express, React, Node, Handlebars, jQuery, Bootstrap, Airflow, Snowflake, dbt, R, Jira

PROJECTS

Astrosounds | noah35becker.github.io/astrosounds/ | github.com/noah35becker/astrosounds
- Summary: An application that provides playlist recommendations based on a user's daily horoscope focusing on use of REST APIs
- Role: Collaborator, full stack development
- Tools: HTML, CSS, JavaScript, Bootstrap

My Meds | mymedlist.herokuapp.com/ | github.com/mnwana/mymedlist
- Summary: An application built to help health care providers and patients manage medications using the MVC framework
- Role: Project lead, full stack development
- Tools: HTML, CSS, JavaScript, Handlebars, Sequelize, Express

Weather Dashboard | mnwana.github.io/weather-dashboard/ | github.com/mnwana/weather-dashboard
- Summary: An application to find out the forecast for a given location
- Role: Full stack developer
- Tools: HTML, CSS, JavaScript, Bootstrap, APIs

EXPERIENCE

Tula Skincare (P&G)   **2021-Present**
Growth Data Analyst   **New York, NY**
Support Growth Marketing and Site teams to track and measure key KPIs around traffic quality, user journeys and conversions.

Key Accomplishments:

- Manage site analytics tracking using Google Tag manager and Javascript to provide detailed analysis around site metrics and user behavior
- Conduct and present conversion funnel analysis to internal stakeholders to drive growth in areas of opportunity and areas of success
- Create and manage custom ETL pipelines to transfer raw event data from Google Analytics into Google Cloud storage for analysis in Snowflake using Snowplow and Pub/Sub integrations

Flowcode   **2019-2021**
Tech Lead - Business Intelligence   **New York, NY**
Led external client data reporting and analysis for 30+ clients and led junior data analysts in driving internal analysis and technical implementation of Looker and reporting dashboards.

Key Accomplishments:
- Built out external client reporting to ensure scalable insights and analysis across 80+ customers using Python, Snowflake, Github and Looker
- Provided internal business units with strategic insights in order to understand trends and drive changes in team KPIs using Looker, SQL, and custom Airflow pipelines
- Taught simple and advanced Looker skills through weekly office hours and one-on-one trainings increasing daily active users and improving data team efficiency

Essence Digital (Group M / WPP)   **2018-2019**
Data Analyst / Senior Data Analyst   **New York, NY**
Conduct research in attention signals for programmatic ad bidding and campaign optimization and manage campaign testing and reporting for Google brands.

Key Accomplishments:
- Created an ETL workflow for collecting ad campaign data to feed client-facing dashboards
- Analyzed social media data for campaign optimization research to understand performance of client brands and augment existing brand campaigns
- Managed 80+ media campaigns for Google products, driving creative testing, measurement plans and campaign reports to determine future campaign strategies

EDUCATION

Certificate in Full Stack Web Development
Columbia University   **New York, NY**

Master of Science in Business Intelligence & Analytics
Stevens Institute of Technology   **Hoboken, NJ**

Bachelor of Science in Data Analytics
The Ohio State University   **Columbus, OH**