

Marielle Nwana

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NYC-based Full Stack Engineer and Data Analyst educated through Columbia University's Full Stack bootcamp. I have a proven understanding of data analytics and engineering tools and am an advocate for data accessibility and data literacy. My experience includes leading projects within data teams from data ingestion to analysis, 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. I thrive in high-growth startup environments where there is a healthy balance of collaboration and autonomy.

TECHNICAL SKILLS

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

EXPERIENCE

Tula Skincare (P&G)

11/2021 - Present

Senior Data Analyst - Digital Growth

New York, NY

Support Growth Marketing and Digital Product teams to track and measure key KPIs around traffic quality, user journeys and site conversions.

Key Accomplishments:

- Build and manage in-house ETL pipelines to transfer raw event data from Google Cloud storage to Snowflake using Pub/Sub integrations, Snowplow, dbt and Looker saving over \$150k in external implementation fees
- Manage site event tracking using Google Tag Manager and Javascript to provide detailed analysis around key site metrics and user behavior
- Create and maintain Looker reports across DTC, Amazon, and Growth Marketing providing scalable reporting to stakeholders
- Conduct and present conversion funnel analysis to internal stakeholders to drive visibility to areas of opportunity and areas of success

Flowcode

10/19 - 11/21

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)

04/18 - 10/19

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

La Senza (L Brands)

05/17 - 08/17

Central Planning Intern

Columbus, OH

- Created MS Access databases to help make more weekly reporting more efficient
- Used Visual Basics and MS Excel to create a tool to plan Semi-Annual Sale inventory
- Fixed MS Access Database to help distribute product information to stores

Huntington National Bank

04/16 - 08/16

Analytics Insights Intern

Columbus, OH

- Implemented Python web-scraping techniques to acquire data and further analyze and visualize the findings
- Used SQL and Python for text-mining on customer data in order to find new product leads
- Lead meetings with internal stakeholders to present customer research and share findings for further acquisition of customers

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