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 users with useful tools and information.

PROFESSIONAL SKILLS

Programming	Database & Engineering	Visualization	Site Analytics	Data Science
Python, Java	SQL, Snowflake, DBT, Google Cloud, Databricks, Airflow, Postgres	Looker, Tableau, Google Data Studio	Heap Analytics, Google Analytics, Google Optimize	Pandas, Scikit-Learn, R, NumPy

WORK EXPERIENCE

Tula Skincare / Nov 2021 - Present / **Senior Growth Analyst**

- Partner with Growth Marketing to track, report, and analyze new customer acquisition efforts
- Support conversion optimization through site analytics tracking and event analysis
- Advise e-commerce team on key customer and product KPIs

Flowcode / Oct 2019 - Nov 2021 / **Tech Lead - Business Intelligence**

- Build out enterprise client reporting in partnership with client success managers to ensure scalable insights and analysis across 80 customers using Looker, Python and Snowflake
- Work cross-functionally to provide internal stakeholders in product, sales, marketing and finance with insights in order to understand changes in key internal metrics using Looker, SQL, and custom ETL 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

Data Analyst - Campaign Analytics: Led Analytics support for multiple campaigns amounting to over $100 mill. of media spend. This work included building internal measurement tools for efficiency, consulting on media buying, conducting campaign tests, and working with external teams to drive campaign success

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