

AKINBOWALE MICHEAL

☎ +2349116824223 | ✉ workwithmakins@gmail.com | 🌐 [linkedin](#) | Lagos, Nigeria

PROFESSIONAL SUMMARY

I'm a business and data analyst with over 3 years of experience turning ideas into profitable outcomes in both remote and onsite settings. I have a proven track record of launching EdTech products, optimizing workflows, and driving efficiency for startups. From crafting go-to-market strategies to leveraging tools like Python and Tableau, I deliver actionable insights that fuel growth, streamline operations, and solve complex business problems, empowering teams to thrive in any environment.

PROFESSIONAL EXPERIENCE

Business Analyst | Ozibook

Oct 2024 - Present

- Designed a full-year-long LinkedIn content strategy for clients across various businesses and regions, including carousels, visual posts, and marketing copy, leading to a 79% increase in audience engagement and 28% lead conversions.
- Crafted comprehensive go-to-market strategies for 12+ EdTech products, performing competitor analysis, keyword research, and brand storytelling, helping products achieve successful launches in a crowded market.
- Built marketing playbooks, business portfolios, lead-generation email templates, and business proposals for startups, enabling rapid business launches. Delegated tasks to teams, allowing CEOs to focus on technical expertise while acting as the second brain of their businesses.

Data Analyst | HNG Tech

May 2024 – Oct 2024

- Collaborated with a cross-functional team to lead the development of two innovative products, from brainstorming ideas to delivering functional solutions, achieving over 25,000 users in the first month of launch.
- Developed critical skills such as crafting go-to-market strategies, email templates, lead generation campaigns, keyword research, competitor analysis, storytelling, and business plans to support product success.
- Leveraged Python libraries like NumPy and Scikit-learn to perform predictive analysis and business insights, contributing to the strategic growth of 15 startup companies through data-driven decisions.

Business & Data Analyst | CNIT Consult Co., Ltd.

Feb 2023 - April 2024

- Redesigned workflows by integrating data-driven decision-making tools, improving operational efficiency by 76% and saving \$43,000 annually.
- Built interactive Tableau dashboards for real-time reporting, reducing manual reporting time by 40 hours monthly and increasing engagement by 15%.
- Created a Notion page for task delegation and team collaboration, improving communication and boosting team productivity by 26%.
- Designed weekly Power BI reports to track project progress and identify improvement areas, enabling the successful launch of two products within two quarters and saving 18 hours weekly on manual reporting.

Data Analyst | Union Diagnostics & Clinical Services PLC

Jan 2022 – Dec 2022

- Analyzed patient data using Tableau and Power BI, enabling the diagnostic center to improve service delivery by identifying bottlenecks, reducing patient wait times by 35%, and enhancing operational efficiency.
- Created automated reporting dashboards, reducing manual data entry by 60% and providing real-time insights to 70+ healthcare professionals.
- Conducted financial performance analysis using Python, uncovering cost-saving opportunities that reduced expenses by over \$380,000 annually.
- Collaborated with a team to train over 200 healthcare professionals across the state in using data tools like Excel, Power BI, and Tableau, enabling them to create detailed reports and dashboards for improved operational efficiency.

EDUCATION

B.Tech Statistics

Olusegun Agagu University of Science and Technology, Okitipupa, Nigeria

Certifications:

- Data Afrik Certificate of Completion
- Entry-Level Data 1 & 2 Completion Certificate
- Entry-Level Python for Beginners Completion Certificate
- HNG Tech Certificate of Proficiency
- ALX AI Career Essentials (AiCE) Program Certificate

SKILLS

- **Technical Skills:** SQL, Python, Power BI, Tableau, Microsoft Excel, A/B Testing, Data Visualization, Process Mapping, Financial Analysis
- **Soft Skills:** Effective Communication, Team Collaboration, Proactive Problem Solving, Analytical Thinking, Leadership, Creativity, hands-on Mentality, Solution Orientations
- **Content & Marketing:** Content Strategy, Storytelling, Lead Generation, Competitor Analysis, Keyword Research, Business Proposal Writing
- **Operational Skills:** Workshop Facilitation, Stakeholder Collaboration, Training and Development, Project Management, Data-Driven Decision Making
- **Willing to relocate for a permanent full-time role**