YAVISH SUKDEO

DIGITAL DATA ANALYST

A young Digital Data Analyst who is passionately excited about technology, digitisation, and data. Committed to continuous learning and driven by a desire to create sustainable solutions, my goal is to contribute to the development of an inclusive society grounded in technology, data, and insightful analysis. With a thirst for knowledge and a fervor for innovation, I leverage the power of digital marketing to make a meaningful impact and propel organizations towards a brighter, data-driven future.

As a Digital Data Analyst, I'm dedicated to unlocking insights that drive digital marketing success. My role involves crafting detailed campaign reports, conducting market research, and competitor analysis to optimize strategies. Using Google Analytics, I monitor website performance and generate senior management-ready reports. I collaborate with cross-functional teams, conduct SEO audits, and stay updated on industry trends to recommend innovative strategies. I translate data into action, fueling our digital marketing success.

ysukdeo

YAVISH SUKDEO

DIGITAL MARKETING ANALYST

📞 +27 617600745
✉ ysukdeo21@gmail.com

WORK EXPERIENCE

Hoorah Digital / Nestle Revolve
2023 - Present

Digital Data Analyst

- *Supercharging the paid media and creative teams with dynamic Business Intelligence insights and reporting prowess. My role involved harmonizing data with creative brilliance to fuel our campaigns and strategies for maximum impact.*
- *Crafting and fine-tuning captivating reports using the cutting-edge power of Data Studio. I didn't just create reports; I turned them into works of art, leveraging tech add-ons to make data come alive.*
- *Unraveling the secrets hidden within paid media campaign data, audience behaviour, and environmental performance. I delivered ad-hoc revelations that kept our strategies sharp and our stakeholders astounded.*

New Media (Media 24 PTY.) / 2022 - 2023

Digital Marketing Analyst

- *Data analysis and reporting:* Gathered and analyzed social media data for brands such as Woolworths and Eat Out.
- *Performance tracking and analysis:* Monitored social media metrics. Conducted in-depth analysis of campaign performance, identifying trends, insights, and areas for improvement.
- *Google Data Studio dashboards*: Created comprehensive and visually appealing dashboards using Google Data Studio and Google analytics.

EDUCATION

Professional Certificates
Harvard X: Data Science GOOGLE: Fundamentals of Digital Marketing Google: Data Analytics

UNISA
Bachelor of Law (LLB)

Hyde Park Highschool
Matric

FCB Africa / 2020 - 2022

Data Analyst

- *Data analysis and reporting:* Gathered and analyzed social media data for brands such as Debonairs, Baby Soft, SA Tourism, and Tiger Brands. Utilized social media analytics tools to track and measure key metrics.
- *Audience research and segmentation:* Conducted in-depth audience research to understand the demographics, preferences, and interests of target audiences for each brand.