

# JOANNA KADLEWICZ

DATA ENGINEER | DATA ANALYST

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 <https://joannakadlewicz.me>

## Expertise

SQL (PostgreSQL, MySQL)

Azure Data

Power BI

Python

Data Modeling

ETL (Azure Data Factory)

Spreadsheets

## Certifications

**DP-900: Microsoft Azure Data Fundamentals**

## Education

**Big Data, Data Engineering**

WSB Merito Wrocław

**Visual Communication**

**Specialization in Branding**

University of Wrocław

## Language

Polish - native

English - C1

## Tools

MySQL Workbench, IntelliJ IDEA, Azure Portal, Power BI Desktop, MS Excel, Wordpress, GetResponse, Sendpulse, Canva, Meta Business Suite, Meta Ads, Google Ads, ClickUp, Slack, MS Office



## Profile

Data-driven professional with a foundation in data, marketing and a passion for analytics. Skilled at measuring brand effectiveness and translating business goals into actionable strategies. Experienced with SQL, Power BI, Azure, and Python, backed by Microsoft certifications (**Azure Data Fundamentals DP-900**). I combine business insight with technical expertise to craft data stories that drive decisions and uncover opportunities.



## Work Experience

Feb 2025

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Jul 2025

### Data Engineer Intern

Bespoke Software

- Assisted in the development of ETL data pipelines, documentation and reports
- Supported onboarding and enablement of new and existing customers by analyzing and preparing data for use in company solutions
- Assisted in cleaning, validating, and transforming data from multiple sources (e.g., Excel, SQL, APIs) to align with product requirements
- Worked closely with the ETL and backend teams to ensure that incoming data met analysis and reporting requirements..

### Key Achievements

- Cleaned, validated, and transformed data records, ensuring alignment with product requirements and reducing data-related errors.
- Assisted in the creation and optimization of 12+ ETL pipelines.
- Gained foundational knowledge of Power BI by building basic dashboards and report to visualize key data metrics and support business decision-making.

# Skills

**Writing complex SQL queries:** joins, subqueries, aggregations, window functions, CTE's

**Data Visualization:** Creating interactive dashboards and reports using Power BI

## Fundamentals of Python

**Azure Data Fundamentals:** cloud-based databases and data pipelines (e.g., Azure SQL, Data Factory), data integration, cloud infrastructure, storage, and scalability concepts

**Data cleaning & wrangling:** Handling missing data, formatting, normalization

**Project Management:** Budgeting, planning, execution, and performance tracking.

**Data Storytelling:** Copywriting, graphic design, and storytelling.

**Communication & Collaboration:** Client relationships, team cooperation, and cross-functional partnerships

Feb 2024  
-  
Feb 2025

# Marketing Specialist

Pracownia EF – Wrocław

- Managed social media for 10 brands across pharmaceutical, cosmetics, solar energy, real estate, and construction industries.
- Created and executed SEO on Wordpress to enhance online visibility and engagement.
- Developed diverse content types, including posts, stories, reels, and copy, tailored to brand objectives.
- Organized company events, workshops, and webinars, ensuring seamless execution and high participation rates.
- Built and care about relationships with influencers, resulting in successful campaigns and brand collaborations.
- Collaboration in designing and implementing comprehensive marketing strategies, from idea to execution.
- Collaboration in analyzing campaign performance.

## Key Achievements

- Successfully increased social media engagement rates by 120% for clients in the pharmaceutical and cosmetics industries.
- Executed a multi-platform advertising campaign resulting in a 400% sales increase for Norsa-Pharma.
- Organized a company webinar that attracted over 4280 participants, receiving positive feedback on content delivery.