

# ELINA VIGAND

DATA ANALYST IN MARKETING



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## PROFILE

Marketing and Customer Analytics Project Manager with 10+ years of experience in B2B SaaS marketing. Proven track record of using data to improve marketing campaigns and customer experiences.

## SKILLS

- Python
- Data Science
- Machine Learning
- Deep Learning
- Marketing
- Project Management
- Strong Communication

## EXPERIENCE

### MARKETING PROJECT MANAGER

3DE Disain GmbH

2011 - Present

- Developed and executed targeted marketing strategies.
- Led and managed multichannel digital campaigns that resonated with target audiences.
- Extracted actionable insights from various data sources using Tableau and Google Data Studio.

### MARKETING CONSULTANT

Fujitsu Estonia AG

2014 - 2021

- Partnered with Sales to develop targeted marketing campaigns for SaaS accounts.
- Crafted customer journey maps to improve user experiences and enhance customer loyalty.
- Optimized PPC campaigns by analyzing data from multiple sources.
- Developed annual marketing plans aligned with strategic goals and provided insights for optimization.

### ENTREPRENEUR IN RESIDENCE

Onedot AG

2017 - 2018

- Harnessed user data to inform marketing and sales strategies.
- Supporting customer acquisition campaigns.
- Managing social media channels (Facebook, Twitter, LinkedIn).

## EDUCATION

### DATA SCIENCE BOOTCAMP

Constructor Academy  
Nov 2023 - Feb 2024

### BA IN PRODUCT DESIGN

University of Tallinn  
2013 - 2016

### BA IN BUSINESS ADMINISTRATION & MARKETING

Estonian Business School  
2000 - 2004