**Robin Faber**

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**Personal Statement**

As a data analyst with experience at multiple research agencies, who has obtained a master’s degree in Communication Science (Msc.), I have a lot of experience in analysing data and gaining insights on consumer behaviour and attitudes in both an academic and professional way. What I am most proud of is that, although I attended lower secondary school, I have pushed myself to obtain a master’s degree. This demonstrates that I am highly motivated, self-disciplined and focussed on achieving my goals. Through my studies and work experience, I have gained an extensive amount of experience in survey research; from design and programming of surveys, to data cleaning and processing in Excel, SPSS and Python, to analysing data and delivering meaningful insights through charting and story-telling. Moreover, I have a strong eye for detail and data quality, and experience in applying statistical techniques such as regression, factor analysis and weighting data.

**Work Experience**

**GlobalWebIndex**,*London, United Kingdom* October 2016 – Present

**Data Analyst**

* Responsible for the processing of survey data of the world’s biggest multi-country study on digital consumers, using SPSS and Excel.
* Contribute to automating data processing using Python (Numby, Pandas).
* Lead analyst in ongoing project, measuring brand perceptions in 35 countries. Strongly involved in questionnaire design and fully responsible for survey programming and data processing.
* Collaborate with client services, engineers and product team to solve problems and answer client inquiries, showing great problem solving skills and a very strong eye to detail.
* Data modelling and statistical analysis of survey data using SPSS and Python (Scikit-learn).

**Prime Research**,*Oxford, United Kingdom* Nov. 2015 – Sept. 2016

**Data Analyst**

* Responsible for the holistic completion of ongoing media insight reports, used by PR departments of some of the world’s leading brands to manage PR strategies.
* Demonstrated confidence in working with large data sets, and in applying both quantitative and qualitative analysis to gain insights.
* Being able to tell a compelling story based on quantitative and qualitative data, accompanied by clear visualisations (i.e. charts, dashboards) using PowerPoint and Excel.
* Showed great initiative and the ability to work on a high level of independence.

**Heineken Experience**,*Amsterdam, The Netherlands* Mar. 2010 – Oct. 2015

**Brand ambassador, Tour guide, Hospitality & retail**

* Demonstrated to be a great communicator with an international perspective.
* Demonstrated great presentation and storytelling skills.

**Holland Heineken House (Winter Olympics 2014)**,*Sochi, Russia* Feb. 2014

**Lead Bartender**

* Selected to train and coordinate bar personnel during this 1-month event.

**Offerti.nl**,*Amsterdam, The Netherlands* July 2012 – June 2013

**Online marketing intern**

* Responsible for designing, executing and analysing results of a customer satisfaction survey (600+ respondents).
* Being able to take ownership of a project and work independent and in teams.

**Several jobs** 2000 - 2010

* Proud to say that I have been working since a young age at numerous jobs (e.g. retail), which has widened my scope and developed my sense of responsibility and work ethic.

**Education**

**MSc. Communication Science (Distinction)** 2014 - 2015

*Faculty of Social Sciences, Vrije Universiteit, Amsterdam, The Netherlands*

* Courses: Multivariate statistics (8), Marketing communication and the consumer (8.5), Project Impact (8), Internal communication (7.5), Current issues in communication science (7), Public relations (7) and Master thesis (8).
* Thesis on online CSR communication and its effects on consumer attitudes.
* Team leader/project manager of five students in a research project called Project Impact.
  + Highly involved in all aspects of the research project, responsible for the organisational aspect of the project, consulting with the client and presenting gained insights.
  + Showed the ability to translate the client’s problem into an actionable research plan.
* Demonstrated a high proficiency in research methodology, questionnaire design, survey programming and data analysis.
* Developed a great understanding of the key principles of consumer behaviour and human interaction, with knowledge of key issues in sociology and social psychology.

**Premaster Communication Science** 2013 - 2014

*Vrije Universiteit, Amsterdam, The Netherlands*

* Courses: Statistics (6.5), Classics in communication science (7.5), Individual processing of media (7.5) and premaster thesis (8).
  + I was unable to attend some practical exams in the statistics course due to my job at the Olympics, which brought down my grade. My theoretical exam was graded with an 8.1.

**Bachelor of Media, Information & Communication** 2009 - 2013

**(Higher vocational education)**

*Hogeschool van Amsterdam, Amsterdam, The Netherlands*

* Developed a great understanding of media, advertising and marketing.
* Minor in online management, in which I obtained a strong foundation in UX research.
  + Gained familiarity with UX research methods such as eye-tracking, card sorting, interviews, personas and other usability testing techniques.

**Lower General Secondary Education (VMBO)** 1999 - 2003

*Helen Parkhurst, Almere, The Netherlands*

**Languages**

* **Dutch**: Native
* **English:** Full professional proficiency
* **German:** Basic (speech)

**Technical skills**

* Strong knowledge of Microsoft Office applications; especially Excel and PowerPoint.
* Advanced skills in IBM SPSS, including writing syntax.
* Advanced skills in Qualtrics survey programming software.
* Working knowledge of Python; especially NumPy and Pandas libraries.
* Working knowledge of Google Analytics and Google AdWords.
* Basic knowledge of SQL, R and Tableau data visualisation software.

**Interests**

In recent years I have had some experience with travelling, and I continue to pursue and enjoy exploring new places. I have an interest in history, tech, current affairs, videogames and cooking.