Nina Schmarbeck, BA

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GitHub   Slack   LinkedIn   Xing

2016 was a striking year for me when data analysts and scientists had miserably failed with the electoral forecasts in the US. How could data be so wrong and which factors were forgotten that led to such a result? I have always tried to look behind the scenes and beyond this event I believe, more than ever, in data analysis and its power to help people, brands and organizations with a right understanding and proper questions.
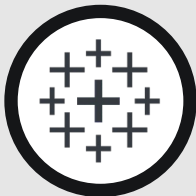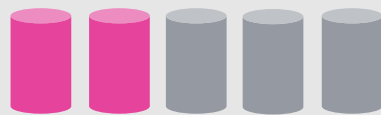
Python
PostgreSQL
Tableau
German
English
Spanish
French

Experience

• Strategic Planning Freelancer 2016 – 2022

• Strategic Planning// Freunde des Hauses Werbeagentur GmbH// 2012– 2016
competitor analysis | strategic positioning of brands | customer journeys | target group analysis | trend analysis | keynote presentations & workshops

Clients: Lidl | IngDiba

• Parental leave// 2008 – 2012

• Strategic Planning// TBWA Werbeagentur GmbH// 2007
competitive analysis advertising | development core creative ideas | market and trend analysis

Client: Nivea

• Strategic Planning// Jung von Matt// 2005 – 2006
Strategic Account management | reportings | workshop preparations

Client: E-Plus

Education// Certificates// Bootcamp

• Bootcamp Data Analytics// neue fische// 2022
Programming & Tools
Project Decision Tree Analysis
Project Explorative Data Analysis
Data Pipeline & Database
Interactive Dashboard
Capstone „Hydrophil"

»» neue fische
School and Pool for Digital Talent

• Google Squared// Google// 2015
Presentation techniques | Coachings | strategic projects on customers

Squared

• Kulturwissenschaften// Fernuniversiät Hagen//2012

• Certificado BA// Escuela de Negocios MBA// 2003 – 2004

• International Business Management Diploma// International Management School// 2004
Abschlusszeugnis: 1,9 „magna cum laude"
Dissertation: 1,5 "Cross Cultural Management and how it effects negotiations in the 21st century, exemplified on Hewlett Packard"

• LCCIEB cerftificate Business English level 3
• APIEL English certificate grade 2

Volunteer Work

• Tennis trainer//Elementary School Forsmannstraße// 2017 – 2022
• Doppelkopf & Skat & Pokern