
OLAOLUWA J. TAIWO

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[GitHub Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Highly passionate and dedicated data analytics professional and a current MBA student with 4 years of experience in the marketing industry. Proficient in extracting insights from complex datasets using Python, R, SQL, and other statistical tools. Skilled in marketing planning and execution, SEO, market research, customer segmentation, and campaign optimisation. Passionate about leveraging data to develop actionable solutions to business challenges and utilising data mining and visualisation to create meaningful insights. Actively open and eager to apply analytical expertise to any industry, with a strong desire to contribute valuable insights and drive data-driven decision-making and a commitment to staying updated with industry best practices.

SKILLS

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|--------------------------------|-------------------------|-------------------------------|
| • Business Intelligence | • Statistical Analysis | • Excellent communication |
| • Microsoft Excel | • Marketing tools | • Quantitative Analysis |
| • Programming (R, Python, SQL) | • Predictive Modelling | • Data Modelling |
| • Statistical Software | • Customer Segmentation | • Critical Thinking |
| • Tableau & Power BI | • Text Mining | • Time Series Analysis |
| • Data Visualisation | • A/B Testing | • Reporting |
| • Machine Learning | • Data Cleaning | • Data-driven decision-making |
| • Problem Solving | • Storytelling | • Logistic Regression |

PROJECTS

[TATA Consulting \(Visualisation and Insights for CEO AND CMO\)](#) – 2023

- Provided actionable insights and executive-level visualizations to support CEO and CMO decision-making.
- Utilized advanced analytics for trend analysis and KPI tracking, enhancing marketing strategies.
- Promoted a data-driven culture and facilitated cross-functional communication within the organization.

[Bike Trip Data Google Analytics Case Study](#)- September 2023

- Conducted a comprehensive Google Analytics case study on bike trip data.
- Analyzed user behavior, traffic sources, and conversion rates to optimize the website's performance.
- Gained proficiency in Google Analytics, data interpretation, and web traffic analysis.
- Presented actionable insights and recommendations to improve user experience and drive website engagement.

[The Bellabeat Company Case Study](#)- August 2023

- Conducted data analysis and visualization for Bellabeat's fitness tracker data.
- Leveraged Python and data analysis tools to extract insights on user activity and trends.
- Enhanced skills in data preprocessing, statistical analysis, and data visualization techniques.

[European Union/EEA Vaccinated EDA Analysis](#)- 2023

- Performed exploratory data analysis (EDA) on European Union/EEA vaccination data.
- Employed Python for data cleaning, analysis, and visualization to assess vaccination coverage.
- Gained expertise in healthcare data analysis and visualizing trends in public health data.

[Exploratory Data Analysis \(EDA\) on Forbes Billionaire](#)- March 2022

- Conducted exploratory data analysis (EDA) on Forbes Billionaire data.
- Utilized Python and data visualization tools to uncover wealth distribution trends.
- Strengthened proficiency in EDA, data visualization, and deriving insights from complex datasets.

WORK HISTORY

Data Analyst Intern, 09/2023 - Current

Oeson - United Kingdom

- Demonstrated a strong knowledge of data analysis by efficiently collecting, cleaning, and analyzing complex datasets using Python, R and SQL. Applied statistical techniques and data visualization tools to uncover valuable insights.
- Created impactful data visualizations and interactive dashboards using tools like Power BI to help in enhancing data accessibility and aiding decision-making for stakeholders.
- Conducted comprehensive statistical analyses to identify trends, patterns, and anomalies in data. Utilized techniques such as regression analysis and hypothesis testing to provide data-driven recommendations.
- Translated data findings into actionable insights, designed presentation deck and presented them effectively to cross-functional teams to facilitate informed decision-making and strategy development.
- Contributed to process improvement initiatives by identifying inefficiencies and proposing data-driven solutions to improved overall operational efficiency.
- Actively working in a team to collect and analyse data relevant to OESON's ongoing projects that helps in a data-driven decision-making culture within the organization.
- Played an integral role in data-driven projects, helping in the development and implementation of data solutions that aligned with OESON's goal and objectives.

Market Research Analyst, 07/2021 - 12/2022

TOJMARK – Lagos, NG

I harnessed advanced marketing analytics for several clients from different industries, elevating customer engagement and ROI by 10%. I developed strategic business decisions, business plans, marketing strategy and analysis, optimised campaigns, and facilitated data-driven decisions.

Key Achievements

- Utilized advanced analytics tools and techniques to conduct thorough data analysis and uncovering valuable insights into customer behaviour, market dynamics, and campaign performance.
- Developed analytical insights and informed strategic decisions that resulted in a 15% increase in customer engagement with the clients' websites and a great improvement in marketing ROI.
- Worked with a team and led extensive market research initiatives such as competitor analysis and market segmentation to assess the critical data insight to shape product development and develop marketing strategies that created a more targeted approach to customer acquisition.
- Performed A/B testing and multivariate analysis to create result-oriented email marketing campaigns. And implemented personalized content strategies and marketing automation for several clients which resulted in a 25% boost in click-through rates and a 17% increase in conversion rates.
- Updated and maintained comprehensive dashboards and reporting systems, tracking essential KPIs such as ROI, click-through rates, conversion rates, and customer acquisition costs.
- Presented regular performance reports using Google Analytics, Google Search Console, SEMrush, etc., to senior management, fostering data-driven decision-making and campaign refinements that achieved a 15% increase in marketing efficiency.
- Collaborated closely with several brands and startups in several industries and concepts, including, ecommerce, technology, product development, sales, and finance, to ensure alignment of marketing efforts with overall business goals.
- Provided an educational workshops and training sessions in Nigeria, enhancing TOJMARK teams' organization's understanding of data-driven marketing concepts, and promoting a culture of data-driven decision-making.

SEO Analyst - Digital Marketing, 01/2020 - 05/2021

HomeTechway LTD - United State

As an accomplished SEO Analyst at HomeTechway, I have conducted market and keyword research, SEO tools proficiency, effective link-building, SEO-centered content creation, and strategic execution to boost the organic search rankings of the company website.

Key Achievements

- Conducted meticulous keyword research using industry-leading tools to identify high-potential topics for SEO optimisation to ensure the alignment of the company content strategy with current search trends and user intent.
- Utilised a suite of SEO tools, including Google Analytics, SEMrush, and Google Search Console, to perform in-depth data analysis which helped in making informed strategic decisions and optimising the company's digital presence.
- Performed successful link-building campaigns that not only increased website traffic but also elevated website search engine rankings and enhanced HomeTechway online authority and visibility.
- Crafted SEO-friendly content titles and meta descriptions that improved content visibility in search engine results pages (SERPs) and resulted in higher click-through rates and increased organic traffic to HomeTechway website properties.

- Executed a comprehensive SEO strategy that encompassed on-page and off-page optimisation techniques that led to a remarkable 70% increase in organic search rankings and solidified the company's digital footprint.
- I collaborated seamlessly with other department teams to ensure the creation of SEO-optimized content that resonated with our target audience and enhanced our overall marketing effectiveness.
- Provided detailed and insightful monthly reports on SEO activities and results to stakeholders that facilitated data-driven decision-making and demonstrated the tangible impact of our SEO efforts on the company's growth and online presence.

DIGITAL MARKETING INTERN, 01/2019 - 12/2020

SQI, College of ICT - Ogbomosho, NG

Enhanced social media and email marketing strategies through several result-oriented campaign and optimisation, boosted website organic traffic, and improved data-driven decision-making, contributing to school enrollment growth.

Key Achievements

- Created high-quality, SEO-optimized content that contributed to a 30% increase in organic website traffic through the implementation of content calendar planning for consistent and relevant content delivery.
- Developed and implemented a comprehensive social media strategy that resulted in a 25% increase in engagement and a significant growth in followers across multiple platforms, enhancing the college's online presence.
- Executed targeted email marketing campaigns that achieved a 20% increase in open rates and a 15% boost in click-through rates by effectively reaching and engaging the college's student community.
- Implemented lead-generation strategies that resulted in a 20% increase in enquiries and prospective student applications, contributing to the college's growth and enrolment success.
- Make use of analytics tools such as Google Analytics to track and analyse campaign performance, enabling data-driven decision-making that resulted in an advance improvement in overall marketing ROI.
- Handled Google ads and Facebook PPC initiatives through Implementation of data-driven decision-making and allocated budgets efficiently that resulted in a 30% increase in ROI for SQI.
- Conducted A/B testing and optimisation of landing pages and forms that led to a 15% increase in conversion rates by ultimately boosting student enrolments and program registrations.

EDUCATION

Master of Business Administration, 01/2023 - Current
University of Central Lancashire - Preston

Level 6 Diploma : Professional Digital Marketing, Expected in 12/2023
Chartered Institute of Marketing - London, UK

PG Diploma : Data Science
London School of International Business - London

Bachelor of Science : Transport Management
Ladoke Akintola University of Technology - Ogbomosho, NG

CERTIFICATIONS

- **Google Data Analytics Certificate- 2023**
- **IBM, Machine Learning with Python-2023**
- **IBM, Python for Data Science- 2023**
- **IBM, R Essentials- 2023**
- **SEO Certification, HubSpot Academy-2022**
- **Data Science using Python, SQI College of ICT- 2020**
- **Digital Marketing, SQI College of ICT- 2018**