Kufre Etok
Flat 18, Brunswick Court, London. EC1V 0ER
+44(0)7597272837
kuffiswitz@gmail.com

PERSONAL SUMMARY

A confident and hard-working CRM data analyst skilled in interpreting and analyzing data using statistical packages and Microsoft suite applications. Proficient in managing tasks, achieving goals, and generating detailed, useful reports. Adept at working closely with management to increase efficiency and deliver value-added solutions. An excellent team player with strong communication skills and a positive approach to new technologies.

ANALYTICAL AND TECHNICAL SKILLS

- Data analysis and mining
- SQL, Python, SPSS, Alteryx, Snowflake
- Tableau, Excel, PowerPoint
- CRM data auditing and cleansing
- Microsoft Dynamics, SalesForce, Hubspot, Pardot, Marketo
- Forecasting, targeting, and segmentation
- Predictive modeling and post-campaign analysis
- Market research and competitive analysis

WORK EXPERIENCE

Oct.19 – Feb.24 Insight Analyst (Clever-Touch Marketing)

- Led analytics projects, performing auditing, cleansing, and migration of contact data, utilizing Tableau to design and maintain dashboards that provided valuable insights for decision-making.
- Spearheaded scoping and defined objectives for diverse client projects, ensuring efficiency through streamlined project execution and client satisfaction.
- Successfully ran targeted advertising campaigns on Facebook and Instagram, resulting in improved engagement and conversion rates.
- Proactively ran queries, utilizing Tableau and data analysis techniques to identify and remedy discrepancies, achieving a 15% reduction in errors through comprehensive CRM data reviews.
- Delivered commercial reporting, leveraging Tableau and data analysis techniques to provide actionable insights, contributing to the improvement in commercial strategy implementation through informed decision-making.
- Leveraged Microsoft Dynamics CRM's marketing module for targeted campaigns, customer segmentation, and journey tracking, significantly boosting engagement and conversion rates.
- Work with external data vendors to ensure client data is accurate, consistent, and useful
- Proactively ran queries, utilizing data analysis techniques to identify and remedy discrepancies. For one of our bigger clients, I achieved a 15% reduction in errors through comprehensive CRM data reviews.
- Implemented data maintenance strategies, utilizing systematic approaches. Achieved additional reduction in errors, ensuring up-to-date CRM information on major opportunities.
- Delivered commercial reporting, leveraging data analysis techniques to provide actionable insights. Contributed to improvement in commercial strategy implementation through informed decision-making.
- Implemented dashboards, using user-friendly interfaces, simplifying complex data leading to comprehension for non-technical audiences.
- Facilitated hands-on sessions, integrating interactive modules and reinforcing best practices
- Leveraged analytics tools for detailed insights, employing advanced data analysis techniques, contributing to a 25% improvement in strategic decision-making based on customer behaviors.
- Executed streamlined integration strategies by optimizing SnowFlake, FiveTran, and other marketing automation platforms.

Sep.18 – Sep.19 Business Analyst (Audient.ly - Nottingham Trent University)

- Orchestrated the development of targeted campaigns through comprehensive company data analysis to enhance overall performance outcomes.
- Utilized Python and SPSS to formulate clusters and construct predictive models, contributing to data-driven decision-making processes.

- Directed a team of 5 to 10 professionals as the project manager, overseeing project planning and management techniques to ensure successful project delivery.
- Produced visually compelling and interactive dashboards in Excel and Tableau, leveraging pivot tables for effective data reporting.
- Conducted competitive analysis on diverse market offerings using Ms Excel, identifying market trends, pricing/business models, sales strategies, and operational methods.
- Spearheaded more efficient and dependable market research initiatives, incorporating SWOT analysis to refine student profiles and raise awareness of academic programs.

Aug16 – Sep.18 Data Analyst (Kebel Consulting Limited)
- Scrutinized data quality to ensure its relevance in addressing pivotal business inquiries, enhancing the precision of analytical outcomes.
- Functioned as a distinguished subject matter expert in data, exemplifying a profound understanding of essential data management principles and their strategic applications.
- Transformed intricate data sets into actionable statistics, constructing compelling narratives that facilitated informed decision-making and guided strategic initiatives.
- Efficiently managed and prioritized multiple projects, ensuring their seamless execution within specified timelines, contributing to heightened overall project success rates.
- Conducted thorough data gathering on clients, competitors, and market dynamics utilizing Excel, synthesizing information into actionable insights, reports, and presentations, streamlining decision-making processes.
- Demonstrated advanced proficiency in deciphering complex insurance data flow charts in Excel, optimizing data mining techniques to yield valuable trading and reporting insights across diverse business stages.
- Analyzed data meticulously and harnessed insights to create persuasive, evidence-based narratives. Shared these actionable data stories with stakeholders and clients, significantly contributing to strategic decision-making processes and successful business outcomes.

EDUCATIONAL QUALIFICATIONS
- **2018 - 2019 (Nottingham Trent University)**
  Management and Business Analytics (MSc.)
- **2016 - 2017 (University of Southampton)**
  Advanced Mechanical Engineering (PGDip)
- **2013 - 2016 (University of Brighton)**
  Mechanical Engineering BEng (Hons)
- **2012 - 2013 (Education Foundation, Oxford**
  Foundation Diploma Certificate

PROFESSIONAL MEMBERSHIP AND TRAINING
- **Data Miner with SPSS (Practical Training) Kebel Consulting Ltd (Feb. 17 – Sept. 17)**
- **Snowflake Hands On Data Certification (Feb 23 - Feb 24)**
- **Big Data Methods in R (Mar. 2018)**

IT SKILLS
Ms SQL Server, Transact-SQL Queries, Ms Excel, Ms Access, Power Point, IBM SPSS Data Mining, MI Reporting Tools, Data analysis and Mining Packages.