

# Alexander Turner

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Portfolio: <https://turneralex.github.io/>

## **Expertise**

- Data analysis
- Statistics
- Data visualisation
- Databases
- Microsoft Excel
- R programming
- SQL programming

## **Professional Experience**

**Data Analyst** (June 2015 – present)

Nielsen, Melbourne

### ***Key responsibilities:***

- Deliver data-driven outcomes to clients
- Work with account managers and colleagues to create reports and presentations that answer key business questions
- Integrate data sources to better understand the problems clients are facing and provide informed recommendations

**Customer Service & Marketing Assistant** (October 2014 – April 2015)

ShoppoLotto, Burnley

### ***Key responsibilities:***

- Various forms of data analysis to gain user insights and identify usage patterns
- Worked with directors and creative agency (Whippet) to create, deliver and assess the effectiveness of various marketing communications including Facebook posts, website updates and eDMs
- Assisted in day-to-day business activities such as liaising with suppliers and other stakeholders and managing customer interactions across multiple channels

**Digital Marketing Coordinator Intern** (May 2014 – August 2014)

LOKE Digital, Cremorne

### ***Key responsibilities:***

- Worked with the marketing team and account managers to formulate, develop and review digital marketing strategies for clients
- Planned and executed various digital communications, such as Facebook posts and in-app messages, for a variety of clients
- Updated and maintained digital platforms including client Facebook pages and mobile app content

## **Education**

**Master of Analytics** (2017 – current)  
RMIT University, Melbourne

**Bachelor of Business (Economics & Marketing)** (2010 – 2013)  
Monash University, Caulfield

**Victorian Certificate of Education** (2004 – 2009)  
Beaconhills College, Pakenham

**References provided upon request**