Anna Walerys

Media Analyst

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SUMMARY

Media analyst with a background in the digital publishing industry. Technology-oriented and experienced in producing and executing content marketing campaigns. With passion applies analytical and organizational skills to understand the audience's preference around content to effectively connect brands with customers. Diligently uncovers trends and insights to recommend data-driven solutions and guide business decisions. Pragmatic thinker and effective doer. Motivated and independent learner of new technical skills.

SKILLS

Advanced Analytics
Data Visualization
Tableau
Python-Jupyter Notebook
SQL
Jira
Advertising CRM
MS Office
English, German, Polish

EDUCATION AND TRAINING

11/2021 Certificate Data Analytics Program, CareerFoundry

6/2020 Certificate Data Science Practitioner, IBM Skills Academy

3/2020 Certificate Enterprise Design Thinking Practitioner, IBM Skills Academy

5/2017 Scrum Master Workshop, ScrumGoup, Warsaw, Poland

6/2001 Postgraduate Studies in Marketing & Management, School of Economics, Warsaw, Poland

9/1994 DAAD Scholarship Recipient, University of Augsburg, Germany

1996 MA in German Studies, University of Szczecin, Poland

PROJECTS:

- **Airbnb** – conducted predictive analytics in Python to derive insights for the travel industry > project's details.
- **Instacart** – performed an analysis in Python to uncover customers' behaviors and built their profiles for targeted marketing strategy > project's details.
- **Rockbuster Stealth** – explored with SQL the inventory and revenues of a fictive movie rental store to launch an online rental service > project's details.
- **Influenza** – examined differences in staffing needs across US states to prepare for the next flu season > project's details.

EXPERIENCE:

Media Impact @Ringier Axel Springer, Warsaw, Poland
Technical Project Lead, 2017-2018

- developed and expanded a short-video format with custom content for social media;
- doubled the number of sold videos through intensive products' features training of sales force;
- streamlined production and execution processes by exercising a collaborative approach with cross-functional teams;
- introduced the short-video concept within the international presence of the company's portfolio.

Operations Analyst, 2016-2017

- collected data and analyzed custom campaign request/delivery workflow within advertising sales department based on monthly reports generated from Jira and sales CRM;
- upon identification of issues, recommended processes' enhancement and reconfigured both applications accordingly;
- insights from statistics gathered after the changes contributed to structural transformations and improved efficiency of the department;
- conducted trainings for sales staff to effectively utilize both software.

Fakt Newspaper @Ringier Axel Springer, Warsaw, Poland
Editorial Technical Administrator, 2013-2016

- operated as a link between the newsroom, IT department, and the German-Swiss company owners accommodating the implementation of high-tech solutions in the editorial offices across Poland.

Guest-Control, Warsaw, Poland (Guest-One in Germany)
Co-Owner, 2010-2014

- established a Polish branch of a German provider of online guest management tools; designed market-specific digital system features;
- executed recurring conferences using online registrations and controlled check-ins onsite; delivered event statistics and recommendations for future meetings.