Anna Walerys

Media Analyst

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SUMMARY

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

TOOLS

Tableau
Excel
Python Jupyter Notebook
(Pandas, NumPy, Matplotlib,
Seaborn)
PostgreSQL
Jira
PowerPoint, Word

SKILLS

Advanced Analytics
Data-driven Insights
Data Visualizations
Project Management
English, German, Polish

EDUCATION AND TRAINING

Certificate, Data Analytics
Program, CareerFoundry,
2021

Certificate, Data Science
Practitioner, IBM Skills
Academy, 2020

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

Scrum Master Workshop,
ScrumGoup, Warsaw, Poland,
2017

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

MA in German Studies,
University of Szczecin, Poland
and University of Augsburg,
Germany, 1999

PROJECTS:

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

EXPERIENCE:

Ringier Axel Springer, Warsaw, Poland

Technical Project Lead @Media Impact, 2017-2018
- Developed and expanded a short-video format with custom content for social media.
- Doubled the number of sold videos through intensive product training of the sales force.
- Collaborated daily with clients and agencies and delivered post-sales reports.
- Streamlined production and execution processes by working collaboratively with cross-functional teams.
- Prepared multilingual product presentations for internal and external stakeholders.
- Introduced the short-video concept within the international portfolio of the company.

Operations Analyst @Media Impact, 2016-2017
- Collected data and analyzed request/delivery workflow of customized campaigns within the advertising sales department based on monthly reports generated from Jira and sales CRM.
- Recommended process enhancement based on statistical analysis and reconfigured both, Jira and CRM, applications accordingly.
- Contributed to structural transformations and improved efficiency of the department.
- Reorganized and updated internal website with portfolio for the sales force.
- Conducted training for sales staff to effectively utilize the redesigned software.

Editorial Technical Specialist @Fakt Daily, 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)

Technical Operations Lead, 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.