

RODRIGUE ZACHARIE DEGUENON

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SKILLS

- Data Analysis: Advanced Excel, SQL, R, Tableau, Google Sheets
- Data Visualization: Tableau, ggplot2 (R)
- Programming: R (Intermediate), SQL (Intermediate)
- Digital Marketing: SEO, CMS, PMS, Booking Engines, Channel Managers
- Languages: Fluent in English and French

PROJECTS

- Bellabeat Data Analysis** Jan. 2025
- Analyzed non-Bellabeat smart device usage data using R to identify user behavior trends and inform app refinements.
 - Conducted EDA, cleaned data, and visualized insights to guide marketing strategies and improve user engagement.
 - Delivered actionable recommendations for app development based on findings.
- Cyclistic Bike Share Analysis** Jan. 2025
- Analyzed Cyclistic bike share data using R to identify rider behavior trends and improve customer retention.
 - Conducted EDA, cleaned data, and created interactive dashboard using Tableau to inform marketing strategies.
 - Delivered recommendations to increase annual membership conversions.

WORK EXPERIENCE

- GINFORM Lomé, Togo
Digital Marketing Consultant Dec. 2023-Present
- Utilized data-driven insights to refine marketing strategies, increasing client revenue by 20%.
 - Analyzed customer behavior data to optimize digital campaigns and improve engagement metrics.
- ZENITH BANK GHANA LIMITED Accra, Ghana
Marketer Nov. 2022-Sep. 2023
- Led a marketing campaign that increased new account openings by 15%.
 - Analyzed customer data to identify cross-selling opportunities and improve customer engagement.

EDUCATION

- UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA
Bachelor of Business Administration Aug 2022
- GPA 3.39/4.0
 - Relevant Coursework: Intro. to Business Statistics

CERTIFICATIONS

- [Google Data Analytics Professional Certificate](#) – Coursera
- [Digital Marketing Certification](#) – HubSpot Academy

LEADERSHIP/ EXTRACURRICULAR ACTIVITIES

- Volunteer, Awella Foundation
- Contributed to awareness campaigns and outreach programs, enhancing the foundation's reach and impact.