

ZOE ELLEN POINTON

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20TH SEPTEMBER 2019

Dear Sir/Madam

After working full-time as a designer at a technology company for a year, I decided to go back to university to complete my Masters in Design Informatics. I made this decision because wanted to expand my knowledge base in data analytics and visualisation. I believe this is an exciting time to start a career in data analytics.

As you can see from my CV I have experience in:

Data Analytics - During the course of my masters I worked on various data related projects. Spanning from analysing click data, creating analytics dashboards and designing data visualisations. These projects involved working with multiple datasets to create meaningful insights. I have used Python extensively for analytics and D3 to create visualisations. However I have basic working knowledge of R and SQL. I am eager to learn and develop my statistical programming skills.

During my time in industry I created analytics reports for client sites using Google Analytics. I was also involved in running various social media and email marketing campaigns for clients. Data insights were a major part of our strategies to focus on specific customers bases.

User Research - In my time at CDG and TruDigital I conducted many focus groups and user testing sessions for customer sites. This helped us gain insight into what was and was not working, and allowed products and campaigns to be shaped around users. I further developed these skills when working on my Masters.

I believe with my unique background in design, I would bring creativity and an outcome oriented perspective to the role. As well as a meaningful data analytics.

I look forward to hearing from you.

Yours sincerely

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