



MARQUIN
SMITH

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Analytical | Honest | Passionate

Intelligent, competent, personable data analyst with a passion for soccer and trying new things.

Analytical Skills

Excellent ability to extract, process and analyse data from a variety of sources and in a variety of formats. To understand the deeper patterns lying in the data the best question to ask is "why", and to follow those trails wherever they lead.



Data Focus

Over 7 years experience in various data and analytical roles. I have a particular in depth knowledge of how web analytics frameworks function. My understanding includes implementation of web analytics, debugging, and reporting and analysing the web data collected.

My marketing experience has allowed me to understand the relationships between advertising efforts and business outcomes. Using data to examine and communicate the effectiveness of marketing efforts has become a key skill of mine over the years.

More recently I have developed more ETL based skills and knowledge. This has included learning about various APIs, bash scripting and various aspects of automation. This has been driven by growing business needs to get data in a usable format in a location that is accessible.

Formal Education

Nottingham Trent University :: BSc Mathematics

Relevant Courses

Data Analysis - *Coursera*
Computing For Data Analysis - *Coursera*
The Data Scientist's Toolbox - *Coursera*
R Programming - *Coursera*

Programming with Python for Data Science - *Edx*
HTML5 Introduction - *Edx*
Introduction to Linux - *Edx*

Other Courses

Introduction to Genetics and Evolution - *Coursera*
A beginners guide to irrational behaviour - *Coursera*
Sabermetrics 101: Introduction to Baseball Analytics

Employment

Fox Sports *September 2016 to Present* *Data Analyst*

Fox Sports is a large media broadcast company specialising in sports.

Working within the 'Strategy and Insights' team. Using Domo to create a range of data visualisations for different business units. This involved connecting to a range of data sources, transforming and combining the data into usable formats before the visualisation was possible.

Debugging Adobe Analytics implementation across website and app frameworks and recommending fixes for comprehensive data capture. Reporting on and providing analysis on digital property performance.

phd *January 2014 to August 2016* *Digital Analyst*

phd is a medium sized media agency that is relatively new to Australia with a culture of thought leadership.

Responsible for creating statistical models to understand the relationships between media activity and online metrics. Also responsible for producing in depth online path to conversion reports and analysis.

Here I work across a wide variety of clients, mostly within the direct response sphere.

My main duties in this role mainly revolve around attribution modelling both online and offline. Online through detailed tracked behaviour and offline mainly through multivariate linear regression.

AtomicSearch *May 2013 to January 2014* *Data Analyst*

AtomicSearch is a small marketing agency focussing on digital advertising, in particular SEO, SEM, Display and Direct Marketing.

I was responsible for streamlining the reporting processes across a range of clients and providing insight to certain clients SEO marketing effectiveness.

My main duties were:

- Automating the reporting process across SEO and SEM clients
- Compile monthly reports for clients
- Provide SEO recommendations based on technical assessments of the websites

Arena Media *March 2010 to September 2012* *Data Analyst*

Arena media is a medium sized media planning and buying agency. It is based in London and is part of the HAVAS group.

Responsible for in depth analysis of customer data sets to provide insights for the planning process. While in this role I worked on a wide range of clients.

My main duties in this role were:

- Day to day data management.
- Post campaign Analysis involving taking media data such as TV impacts, online impressions etc as seeing how these affected client metrics whatever they might be such as revenue, bookings, web visits. These insights would then inform the planning process moving forward.
- Modelling – once a good understanding of how media affects the client business is understood this can be factored in alongside seasonal trends and macro factors to get a picture of how business is likely to pan out.
- In depth analysis of client customer databases to help identify trends and patterns in the consumer that could be analysed further using TGI (marketing survey tool) to pull out media and behaviour specific insights about the target audience.

References available upon request