MS

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.

Tools
Google Analytics
Adobe Analytics
Domo
DoubleClick Campaign Manager
Google Tag Manager

Coding
Python
R
Bash
SQL
Javascript

Data Focus

Over 9 years experience in various data and anlytical 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.

Formal Education
Nottingham Trent University ::: BSc Mathematics

Relevant Courses

Data Analysis - *Coursera*
Computing for Data Analysis - *Coursera*
GCP Big Data and Machine Learning Fundamentals - *Coursera*
Serverless Data Analysis with Google Big Query and Cloud Dataflow - *Coursera*
The Data Scientist's Toolbox - *Coursera*
R Programming - *Coursera*

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

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.

Employment

Panalysis   *September 2018 to Present*   *Business Intelligence Consultant*
Panalysis is a specialist web analytics agency.
Working primarily with clients to build out 'fit-for-purpose' visualisations within the Domo platform.
Working with clients to understand the business data needs. Plan and scope solutions to business problems using data.
Educate clients on the data analytics and visualisation landscape and suggest improvements to current data handling techniques.

Fox Sports   *September 2016 to August 2018*   *Data Analyst*
Fox Sports is a large media broadcast company specialising in sports.
Working within the 'Strategy and Insights' team. Filling the role of Major 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. Engaged in management of the platform within the business and training users.

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 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.

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*   *SEO Analyst*
AtomicSearch is a small marketing agency focussing on digital advertising, in particular SEO and SEM.
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 based in London.
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:
- 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.

References available upon request