

MARQUIN SMITH

DATA AND ANALYTICS SPECIALIST

WORK EXPERIENCE

Digital Insights Analyst

WOOLIES X | MAY 2020 - PRESENT

- Developed and maintaining automated reporting pipelines
- Guiding and evaluating A/B tests.
- Debugging adobe analytics implementations
- Developing governance frameworks for Adobe Analytics users

Business Intelligence Consultant

PANALYSIS | SEPTEMBER 2018 - APRIL 2020

- Implement end to end Business Intelligence projects using the Domo platform
- Advise clients on best practice data handling techniques
- Translating business questions into effective visualisations
- Developed a python tool to identify and log 'personally identifiable information' within a Google Analytics account.
- Initiated a monthly knowledge sharing forum for team building and cross team communication

Data Analyst

FOX SPORTS | SEPTEMBER 2016 - AUGUST 2018

- Built out the Domo platform into the main source of truth for the Digital Product team
- Debugging adobe analytics implementations
- Developing implementation solutions

INDUSTRY TRAINING

- Google Analytics Individual Qualification | Google
- Programming with Python for data science | Edx
- Google Cloud Platform Fundamentals | Coursera
- SQL Essential Training | LinkedIn
- Serverless Data Analysis with Big Query | Coursera
- Advanced Microsoft PowerBI | LinkedIn

FORMAL QUALIFICATIONS

Nottingham University

BSC MATHEMATICS | JUNE 2008



SUMMARY

I am a 21st century data professional. Experience working with digital data of all shapes and sizes using modern tools and techniques.

TOOLS

- Domo
- Google Analytics
- Google Cloud Platform
- Adobe Analytics
- Big Query
- Google Tag Manager
- Google Data Studio
- Tableau
- PowerBI

LANGUAGES

- Python
- SQL
- Bash
- R
- Javascript

REACH ME AT:

Email: marquin@marquinsmith.com

Website: www.marquinsmith.com