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Tomiwa Adegbola

Data & BI Analyst

SUMMARY

A data analyst & BI Expert with Marketing background.

SKILLS

Main Technical Skills	Excel, Microsoft Power BI, SQL
Other Technical Skills	Looker Studio

Power BI Developer at Mainstack Social Commerce Inc - February 2023 - August 2023

5 Months Contract & 100% Remote | Texas, US

- Built complex SQL reports to audit \$2.5 million of pay and benefits for over 150 individual records.
- Worked with the Global HR department to update records with a 98% on-time rating, efforts prevented payroll mispayments.
- Automated several reports from OBI through Microsoft Power Automate across several SharePoint repositories.
- Worked extensively in development reports and maintenance projects of Power BI to aid data modeling in logistic regression.

Business Intelligence & Digital Marketer at Shopnwrap - February 2022 - July 2023

Full-time & 100% Remote | Orlando Florida, US

- Analyse marketing campaign results, website traffic data, and competitor sites with valuable insights needed for product recommendation and optimizing campaign ROI
- Improved the ROI of TikTok campaigns by more than 500% with a monthly As spend of \$5000
- Worked with a team in India using Google Trends to suggest a hit product (neck fan) that was doing more than 200 orders per day.
- Worked with the marketing team in designing customer acquisition sales funnels.

Coven Labs Inc. – On-Site (Full time) Lagos, Nigeria

Digital Marketer & Business Intelligence Analyst

Jan 2020 – Jan 2022

Program Marketing & Management

- Executed marketing and sales strategy to sell our data analytics and AI course which trained over 1500 people in one year.
- Initiated and grew a Tech Kids initiative (Tekly) to train kids and teens in coding and digital skills, raised a total of over \$20,000 in grants and sponsorship
- Successfully executed a Google CS first project to train over 1800 school children from 4 states in Nigeria.
- Organized programs and executed initiatives to support the tech community and startups in underserved communities.

Data Analytics

- Worked with a team to build analytical models using large data sets from multiple sources to deliver actionable business insights and drive business decisions.
- Worked with a team to develop Data Analytics and Business Intelligence training curriculum to train professionals in companies like Sterling Bank, Shell, Oyo, Ondo, Edo, and Imo State Governments