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EXPERTISE SKILLS

- Data Quality Assurance
- Python
- Excel
- Data Analysis
- Marketing Analytics
- Customer Insights

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Business Analytics, College of Retail Studies

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

DATA QUALITY ANALYST

Innovative Data Quality Analyst with over 4 years of experience in the retail industry, specializing in customer data management. Proven ability to enhance data quality and integrity, leading to improved customer insights and marketing strategies. Skilled in using advanced analytical tools to identify data quality issues and implement effective solutions. Strong collaborator with experience in working with marketing and sales teams to optimize data usage.

PROFESSIONAL EXPERIENCE

Retail Innovations Inc.

Mar 2018 - Present

Data Quality Analyst

- Conducted data quality assessments to identify and rectify issues in customer databases.
- Collaborated with the marketing team to ensure accurate targeting and segmentation based on clean data.
- Utilized Python for data cleansing and validation processes, improving data accuracy by 20%.
- Developed reporting dashboards to track data quality metrics and trends.
- Trained team members on best practices for data entry and management.
- Implemented data governance policies that enhanced data integrity across the organization.

ShopSmart

Dec 2015 - Jan 2018

Junior Data Analyst

- Assisted in data cleaning and preprocessing for market research projects.
- Generated weekly reports on data quality issues for review by senior analysts.
- Participated in cross-team meetings to provide insights on data-driven marketing strategies.
- Utilized Excel for data analysis and reporting, improving efficiency in data handling.
- Maintained documentation for data quality processes and protocols.
- Conducted user training sessions on data quality standards.

ACHIEVEMENTS

- Increased data accuracy in customer segmentation by 30% within one year.
- Developed a data quality training program praised by management for its effectiveness.
- Recognized for outstanding contributions to marketing campaigns through data insights.