# JOSEPH MBUGUA

### Data Analyst | Digital Marketer

I am a data scientist enthusiast , with experience in Data Analytics and Marketing. My love for Data and Business keeps me on toes, learning and working everyday to change my world

### WORK EXPERIENCE

#### Marketing Manager | Business Analyst

**Ballers Barber Shop** Apr 2021- Apr 2022

- Created and managed social networks for the • company
- Built and analyzed different business models Developed and oversaw the zeus marketing
- model

#### Marketing Manager | Business

#### Analyst

Freelance

Jan 2021- Present

- 30+ projects; marketing, and data analytics for over 10 clients
- Built social networks for 10 clients that have grown to a significant level globally.
- Oversaw the launch and growth of the Joskimsey agency.

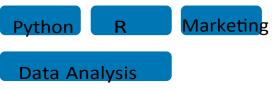
#### Assistant Marketing Manager |

#### Business Analyst |Contract

Felicity's Clothing Brand May 2022- June 2022

Created a consumer model that saw the business transition into a better state. Developed social networks for the company

### HARD SKILLS



joskimsey@gmail.com

https://bit.ly/3NakaDh

Ongata Rongai, Kajiado, Kenya

+254 792259973

### SOFT SKILLS

- Communication
- Persuasion
- Negotiation
- Positive attitude
- Empathy

### EDUCATION

#### **BSc.** Mathematics and Computer Science

Multimedia University of Kenya

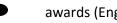
Member of data science club.

#### KCSE

Nakuru High School



Served as a student leader



awards (English) 2019

## ACHIEVEMENTS

### Google, DATA ANALYTICS

Attained a certificate in Data Analytic on Coursera offered by google. The course scope included advanced knowledge into spreadsheets, data visualization tools and programming with R.

#### **PROFESSIONAL SUMMARY**

Versatile individual with experience collecting, transforming and organizing data for analysis to help make informed decisions. Excellent understanding and proficiency of platforms for effective data analyses, including SQL, spreadsheets, Tableau and R. Strong communication, organizational and analytical skills. Completed the Google Data Analytics Certificate-a rigorous, hands-on program that covers the entire scope of the data analysis process.

#### **CHARACTER REFERENCES**

Mr. Erick	Mr. David
General Manager,	Marketing Director,
Ballers Barbershop	Felicity's Clothing Brand
Cell: 0725090971	Cell: 0793968998