

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

joskimsey@gmail.com



<https://bit.ly/3NakaDh>



Ongata Rongai, Kajiado, Kenya



+254 792259973



WORK EXPERIENCE

Marketing Manager | Business Analyst

Ballers Barber Shop Apr 2021- Apr2022

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

Python

R

Marketing

Data Analysis

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

General Manager,
Ballers Barbershop
Cell: 0725090971

Mr. David

Marketing Director,
Felicity's Clothing Brand
Cell: 0793968998