

KWAME OWUSU

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SKILLS

- ✓ SQL (advanced queries, stored procedures)
- ✓ MS Excel (VLOOKUP, pivot tables, macros)
- ✓ Python & R Programming
- ✓ Data Visualization with Tableau & Power BI
- ✓ Google Analytics
- ✓ Google Data Analytics Certification

EXPERIENCE

DATA ANALYTICS CONSULTANT – WORK THE DATA

NOV 2022 - PRESENT

- Provide consultation service to clients on data clean up and transformation, data visualization, and Google Analytics analysis
- Retrieve, gather, and convert data into actionable insights using SQL, Tableau, Power BI, advanced Microsoft Excel, and other data analytics and data visualization tools
- Work closely with clients to determine their needs, plan the data analysis process, set project goals and benchmarks, and make modifications as required

CONTENT CREATOR – WORK THE DATA

NOV 2022 - PRESENT

- Provide free data analytics lessons and tutorials on **Microsoft Excel, SQL, Python, Tableau**, and other business intelligence tools on YouTube and other social media platforms
- Achieved **over 150,000 views and 6,000 subscribers in under 5 months**, channel currently has approximately 10,000 subscribers and over 300,000 views
- Perform content planning, scripting, writing, directing, and management to produce and publish weekly and monthly video content for audiences from all around the world

CONTENT MANAGER, WEB ANALYST - TRIBUTEONE

OCT 2011 – FEB 2024

- **Grew automotive website to over 100,000 monthly visitors** from around the world
- Responsible for content planning, writing, editing, publishing, and management for multiple websites
- Perform data analysis related to audience behavior and website performance using **Microsoft Excel, Google Analytics, and other data analytics tools**

EDUCATION

GOOGLE DATA ANALYTICS CERTIFICATION, GOOGLE

- Learned the data analysis process; analyzed datasets using SQL, R Programming, and data visualization

MASTER OF BUSINESS ADMINISTRATION (MBA), SCHULICH SCHOOL OF BUSINESS

BACHELOR OF COMMERCE – ACCOUNTING, YORK UNIVERSITY

PROJECTS

View my GitHub Portfolio for a collection of my data analytics projects and tutorials: emawk37.github.io