

# Anna Walerys

## Data Analytics | Digital Marketing | Sales | Project Management

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### SUMMARY

Data analyst with a background in the digital publishing and advertising industry. Experienced in producing and executing content marketing campaigns. Applies analytical and organizational skills to uncover trends and insights to recommend data-driven solutions and guide business decisions. Explores passions for sales and analysis. Pragmatic thinker and practical doer. Motivated and independent learner of new technical skills.

### TOOLS

Tableau  
Excel  
Python Jupyter Notebook  
PostgreSQL  
Jira  
PowerPoint

### SKILLS

Data-driven Insights  
Data Visualizations  
Advertising Sales  
Digital Marketing  
Project Management  
English, German, Polish

### EDUCATION AND TRAINING

Certificate, Data Analytics  
Program, CareerFoundry,  
2021

Certificate, Data Science  
Practitioner, IBM Skills  
Academy, 2020

Certificate, Enterprise Design  
Thinking Practitioner, IBM  
Skills Academy, 2020

Scrum Master Workshop,  
ScrumGoup, Warsaw, Poland,  
2017

Postgraduate Studies in  
Marketing & Management,  
School of Economics, Warsaw,  
Poland, 2001

MA in German Studies,  
University of Szczecin, Poland  
and University of Augsburg,  
Germany, 1999

### PROJECTS:

- ♦ **Airbnb** – conducted predictive analytics in Python to derive insights for the travel industry > [project details](#).
- ♦ **Instacart** – performed an analysis in Python to uncover customers' behaviors and built their profiles for targeted marketing strategy > [project details](#).
- ♦ **Rockbuster Stealth** – explored with SQL the inventory and revenues of a fictive movie rental store to launch an online rental service > [project details](#).
- ♦ **Influenza** – examined differences in staffing needs across US states to prepare for the next flu season > [project details](#).

### EXPERIENCE:

Ringier Axel Springer, Warsaw, Poland

**Sales Project Lead** @Media Impact, 2017-2018

- ♦ Coordinated and executed ad campaigns for short-video formats in social media.
- ♦ Doubled the sales through intensive product training of the sales force.
- ♦ Collaborated daily with clients and agencies and delivered post-sales reports.
- ♦ Streamlined production and execution processes in cooperation with cross-functional teams.
- ♦ Prepared multilingual product presentations for internal and external stakeholders.
- ♦ Introduced the short-video concept within the international portfolio of the company.

**Operations Analyst** @Media Impact, 2016-2017

- ♦ Collected data and analyzed request/delivery workflow of customized ad campaigns within the advertising sales department based on monthly reports generated from Jira and sales CRM.
- ♦ Recommended process enhancement based on statistical analysis and reconfigured both, Jira and CRM, applications accordingly.
- ♦ Contributed to structural transformations and improved the efficiency of the department.
- ♦ Conducted training for sales staff to effectively utilize the redesigned software.
- ♦ Reorganized and updated internal website with portfolio for the sales force.

**Technical Assistant to Editor-in-Chief** @Fakt Daily, 2013-2016

- ♦ Operated as a link between the newsroom, IT department, and the German-Swiss company owners accommodating the implementation of high-tech solutions in the editorial offices across Poland.
- ♦ Performed Polish/German translation duties, including written texts, web content, news articles, live presentations, and internal meetings.

Guest-Control, Warsaw, Poland (Guest-One in Germany)

**Operations Lead**, Co-Owner, 2010-2014

- ♦ Established a Polish branch of a German provider of online guest management tools.
- ♦ Designed market-specific digital system features.
- ♦ Executed recurring conferences using online registrations and controlled check-ins.
- ♦ Delivered event statistics and recommendations for future meetings.