

ORNETTE MATTHEWS

DATA ANALYST

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*A versatile, resourceful data analyst, skilled in **stakeholder management, data modelling and visualisation**.*

With experience across medtech, fintech, music and sports industries, I have quickly adapted to an array of analytical challenges. I enjoy working with stakeholders, whether enriching their understanding of the customer, optimising operational workflows or driving product development.

*I'm **driven to develop across the entire analytics pipeline**, from data extraction and transformation to insights that fuel business growth and innovation.*

Visit my personal website ornette.net.

WORK HISTORY

Business Intelligence Analyst | eMed | January 2024 - Present

- **Launched and owned the analytics product** across UK and US, delivering **timely and actionable KPI's and SLA's** across the Executive Suite, Marketing, Operations and Finance teams.

Key achievements:

1. **Increased Marketing ROAS by 3x** by providing targeted insights and optimising campaigns
 2. **Reduced fulfilment times by 4x** through data-driven strategies, improving operational efficiency
 3. Identified and helped **progress 1,000+ patients** stuck in the onboarding flow, driving **improved customer experience and retention**
- Designed a personalised AI chatbot for the SheMed app, leveraging customer data to enhance user experience and engagement.
 - Recruited and mentored a team of 3 analysts in specialised areas across Marketing, B2B and Operations, enhancing team performance and fostering skill development

Founder (Freelance) | SnapTime Media | July 2023 - December 2023

- **Designed and launched websites** for 5 clients across diverse industries, including mental health, social advocacy and the creative sector, improving their online presence and user engagement

Key achievements:

1. Delivered **customised web designs** tailored to each client's goals, improving website functionality and user experience
 2. Enhanced **brand visibility** through strategic website layouts, content and user flows
- **Built CRM frameworks and automations** to streamline lead generation, nurturing prospects through sales funnels and converting them into qualified leads

Business Data Analyst (Contract) | Chelsea FC | April 2023 - July 2023

- Developed **customer segmentation models** using a recency-frequency framework to identify high-value segments of customers for marketing stakeholders, across ticketing, memberships, merchandise, stadium tours and app usage customer cohorts.
- Provided QA for customer lifetime value modelling, optimising SQL queries and DBT workflows

Data Analyst | Generation Home | November 2021 - March 2023

- Expanded the analytics function of the business, building out **B2B analytics and tracking SLA's** across the entire funnel, during a period where the volume of business grew by 6x and average funnel times slashed by 3x.
- Produced the reporting framework for the Board of Directors in Looker, as well as setting up the data infrastructure for Gen H Legal in Power BI, in parallel to the main business.

Senior Data & Insights Analyst | BPI | April 2019 – October 2021

- Designed the BPI Traffic Intelligence Database in SQL, with visualisations in Tableau, and oversaw the migration to Power BI
- Provided analytics for the CEO and the General Counsel for government enquiries and media communications, as well as successful litigation against copyright infringers and lobbying efforts against tech platforms such as Google

Insight Analyst (FTC) | PPL | April 2019 - October 2021

- Developed dispute resolution dashboards in Tableau for the International Team, adding a potential £6m of topline to a function that, at the time, was recouping £50m per year
- Collaborated with the Data Governance Manager to conduct a company-wide Data Quality Investigation

Account Manager | Bell Marketing | October 2017 - July 2018

- Optimised marketing campaigns across 5 client accounts, using a mixture of Google Ads, Google Analytics and Facebook Ads and generating an average cost-of-sale of 18%
- Engaged in regular client contact, reporting and presentations to discuss strategy and implementation

SKILLS

Business Intelligence: Looker, Tableau, Power BI (Advanced)

Programming: SQL, Python (Pandas, Matplotlib, Beautiful Soup, Scikit-Learn)

Analytics Engineering: dbt, GCP/AWS, Airflow (Data Transformation and ETL/ELT Processes)

EDUCATION

University of Bristol (2014 - 2017)

BSc Economics and Econometrics (2:1)